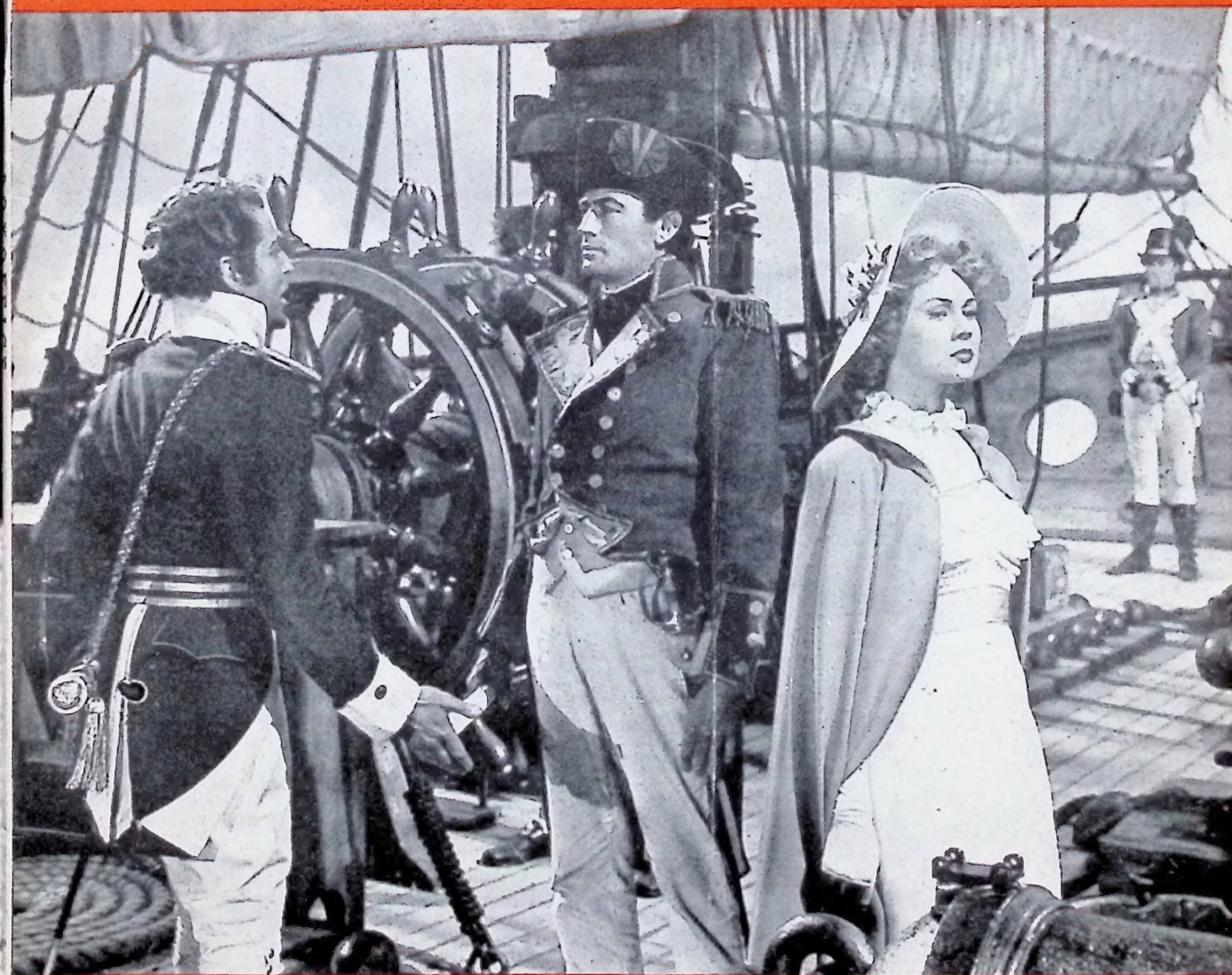


The Pulse of the Motion Picture Industry

BOXOFFICE



Gregory Peck and Virginia Mayo in a scene from Warner Bros. "Captain Horatio Hornblower"



'Captain Horatio Hornblower' Wins
September Blue Ribbon Award

—Page 22

Entered as second-class matter at the Post Office
at Kansas City, Mo., under the act of March 3, 1879.

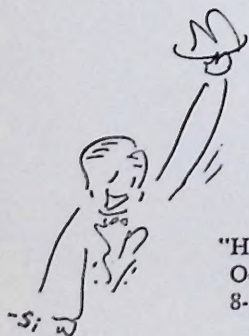
CANADIAN EDITION

OCTOBER 13, 1951

THIS AD IS GETTING BIG BUSINESS!



Make it the basis of your whole campaign: in newspapers, in your lobby, and on the screen. Available shortly will be extra trailer footage with this message to add to the regular trailer.



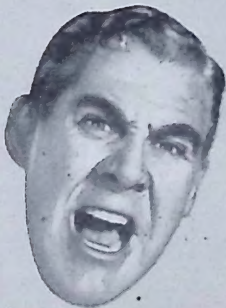
"Hats off to LOOK MAGAZINE for its Oct. 23rd issue out Oct. 9th. They've done a great job for our industry in a big 8-page section. Publicize it to your patrons."

P. S. M-G-M pictures are prominent in the LOOK forecast: Beautiful full color scenes from "An American In Paris" (¾ page display), "Quo Vadis" and "Show Boat." Also scenes from "Angels In The Outfield" and "Ivanhoe."

YOUR MONEY BACK
IF YOU DON'T ENJOY M-G-M's
**"ANGELS
IN THE
OUTFIELD"**

Yes, we feel so keenly that you and your family will enjoy it, that we make the above guarantee!

A picture like "Angels In The Outfield" is so far off the beaten track that you must take our word that everybody will love it. Such laughter, such emotional reaction (yes, tears too!) haven't been experienced in theatres since "Going My Way", "Bells of St. Mary's" and "The Stratton Story"!



This tough guy
"talked to angels".
(Paul Douglas)



This orphan child
actually "saw angels".
(Donna Corcoran)



This pretty news-gal put
them both in the headlines.
(Janet Leigh)

We predict audiences will eat it up and we urge you to see it! Frequently our patrons hear about unusual pictures after they've gone and ask why we didn't insist that they see them. Make your plans now! Be sure to see it! **WE GUARANTEE THAT YOU'LL ENJOY IT!**

M-G-M presents
"ANGELS IN THE OUTFIELD"
starring **PAUL DOUGLAS • JANET LEIGH**
with **KEENAN WYNN • LEWIS STONE • SPRING BYINGTON • BRUCE BENNETT**
and introducing **DONNA CORCORAN • Screen Play by DOROTHY KINGSLEY**
and **GEORGE WELLS • Based on a Story by Richard Coelia**
Produced and Directed by **CLARENCE BROWN**

THEATRE NAME

(Above is reproduction of the ad that ran 4 cols.
x 235 lines. It is also effective in reduced size.)



A STREETCAR NAMED DESIRE

A STREETCAR NAMED DESIRE
AN ELIA KAZAN PRODUCTION PRODUCED BY CHARLES K. FOLDES

CAPTAIN HORATIO HORN

PAINTING THE CLOUDS WITH GOLD

JIM THORPE-ALL AMERICAN BOY

CLOSE TO MY HEART

AME WARNER!

*get
on
and
get
happy!*

IRE ☆ **COME FILL THE CUP**
FELDMAN

BLOWER COLOR BY
TECHNICOLOR ☆ **STARLIFT**

ITH SUNSHINE ☆ **FORCE OF ARMS**
COLOR BY TECHNICOLOR

CAN ☆ **THE TANKS ARE COMING**

DISTANT DRUMS COLOR BY
TECHNICOLOR
UNITED STATES PICTURES PROD.

**PICTURE
OF THE
WEEK**



PIRATE QUEEN!

Jean Peters is the dashing, swashbuckling beauty in 20th Century-Fox's rousing Technicolor tale of buccaneering, "Anne of the Indies." Louis Jourdan and Debra Paget co-star with Jean in the thrill-packed adventure set for release in November.

(Advertisement)

THE NATIONAL FILM WEEKLY

Published in Nine Sectional Editions

BEN SHLYEN

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Published Every Saturday by
ASSOCIATED PUBLICATIONS

Editorial Offices: 9 Rockefeller Plaza, New York 20, N. Y. John G. Tinsley, Advertising Manager; James M. Jerauld, Editor; Chester Friedman, Editor Rhoadmister Section; Lou H. Gerard, Editor Promotion Section; A. J. Stocker, Equipment Advertising. Telephone Columbus 5-6370.

Publication Offices: 825 Van Bunt Blvd., Kansas City 1, Mo. Nathan Cohen, Executive Editor; Jesse Shlyen, Managing Editor; Morris Schlozman, Business Manager; I. L. Thatcher, Editor The Modern Theatre Section; Herbert Roush, Sales Manager. Telephone CItiestnut 7777.

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Western Offices: Editorial and Film Advertising—6404 Hollywood Blvd., Hollywood 28, Calif. Ivan Spear, manager. Telephone GLadstone 1186. Equipment and Non-Film Advertising—672 S. Lafayette Park Place, Los Angeles, Calif. Bob Wettstein, manager. Telephone DUinkirk 8-2286.

Washington Offices: Al Goldsmith, 1365 National Press Bldg. Phone Metropolitan 0001. Sara Young, 932 New Jersey N.W.

London Offices: 47, Gloucester Terrace, Lancaster Gate, W. 2. Telephone PAdlington 7509. John Sullivan, manager.

THE MODERN THEATRE Section is included in the first issue of each month. **THE PROMOTION** Section is included in the third issue of each month.

Albany: 21-23 Walter Ave., M. Berrigan. **Birmingham:** The News, Eddie Badger. **Boston:** Frances W. Harding, Lib. 2-9305. **Charlotte:** 216 W. 4th. Pauline Griffith. **Cincinnati:** 4029 Reading, Lillian Lazarus. **Cleveland:** Elsie Loeb, Fairmont 1-0046. **Dallas:** 612 1/2 W. Jefferson, Frank Bradley. **Denver:** 1645 Lafayette, Jack Rose.

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Portland, Ore.: Arnold Marks, Oregon Journal. Advertising: Mel Hickman, 907 Terminal Sales Bldg., ATwater 4107.

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Member Audit Bureau of Circulations

Entered as Second Class matter at Post Office, Kansas City, Mo. Sectional Edition, \$3.00 per year; National Edition, \$7.50

OCTOBER 13, 1951
Vol. 59 No. 24

P. R. BEGINS AT HOME

APPROPRIATE to the occasion when emissaries from Hollywood have spread out across the nation in the interest of improving the industry's public relations is a letter from an exhibitor, suggesting that Hollywood give attention to public relations right in its own back yard. The letter, from Joe V. Gerback, resident manager of the five theatres of the Ames Operating Co. at Ames, Ia., follows:

"After being in this business myself for nearly 40 years, it seems that we go through cycles. We have just passed through one and are now entering another. This new Movietime U.S.A. campaign with all its accompanying hullabaloo will do a lot of good. We all know that psychology plays a great part in our business, the mental attitude of people.

"Ames is a college town located on two of the main highways of the country, No. 30 east and west and No. 65 north and south. Many conventions are held here. I am continuously besieged for letters of introduction to the Hollywood studios. These come from all levels, professors at the college, politicians, farmers and laborers. I have had more people mention to me this year than ever before that something should be done about the mental attitude of the people around Hollywood, if we expect to make a success of this new prosperity we are hoping for.

"People who have ridden in sightseeing buses out there come back and tell us how the Barker will explain as he passes the studios, 'Folks, here was once a thriving beehive, today they are shooting no pictures, everything is quiet.' As they pass the stars' homes they will tell the people how broke the once-famous stars are, how they are out of jobs, etc., etc. One of the state representatives told me that at one of the main studios where he went with some friends they told him that they were not shooting any scenes at the present time, and gave him a long line of woe about decreased demand. The hotels, press agents, chamber of commerce, everybody out there seems to need a little serious meditation.

"We all know that there are a number of releases coming out, fine shows, entertainment that will please the public. These shows didn't just happen. The studios must have been pretty busy, but that is not the picture they paint to all these thousands of people who visit out there and they go back home and tell their friends."

Doubtless reports of this same nature have reached Hollywood and some attempt may have been made to correct the situation. It should be readily stamped out and, as Mr. Gerback suggests, the aid of hotels, chamber of commerce—and the sightseeing bus people—should be enlisted to change the downbeat to an upbeat tune. Maybe not much industry attention has been paid to those bus barkers. But they could do quite a job with their spiels, if they were fur-

nished the right "copy" on which to base them. They could even give a few plugs to pictures in the making or in release. Their routes might be arranged to include the homes of current top stars, by-passing those whose careers are finished. There's a job for studio publicists to tackle.

The article written by Si Seadler and first published in BOXOFFICE under the title of "Speak Up, Movie Folk—It's Your Industry They're Knocking!" could fit into the situation. With a change in title and an adaptation for public consumption with, perhaps, some additional facts and figures, it could make a fine piece of literature to be given to Hollywood visitors to read while there or take home with them. This folder could be distributed via studios, bus and railroad stations, hotel desks, etc. Telling the right story of Hollywood and the industry and its people, is an antidote, at least, to their hearing and spreading the wrong story.

In Hollywood there exists the Motion Picture Industry Council, which pre-dates COMPO as a uniting force of various industry elements, although confined to the production community. The MPIC has undertaken and accomplished a deal of good work in improving public and press relations. It could be that the Hollywood visitor problem is one of its assignments. However, in view of Mr. Gerback's letter, it would seem that the job has not been thoroughly done, to say the least.

Speaking of press relations, there is no denying that much of the bad press the industry was getting until the recent turn for the better had its origin in Hollywood. With some 400 correspondents covering Hollywood for newspapers and magazines all over the world, it is of very great importance to take care of the news requirements of these people—but with news that does not sell the industry or its people down the river. The industry has but itself to blame for some of the scandalous blurbs that have appeared in the syndicated columns as well as in news and feature articles. Too often these items are planted by press agents, employed by stars or studios, whose only objective seems to be to get names into the papers, without regard for the aftereffects. Shortly after the MPIC was formed we pointed to the need to stop this sort of thing at the source. That need still exists and in great measure.

Hollywood personality tours have done much goodwill building, charming the populace, garnering favorable publicity in communities and areas visited. But all of this can quickly come to naught, by neglect of the public relations job that needs constant attention right in Hollywood, itself.

Ben Shlyen

FROM THE WHITE HOUSE DOWN, U. S. A. GETS MOVIE TIME TOUCH

Industry Campaign Stirs General Excitement Via Grass Roots Tours

NEW YORK—The concerted efforts of thousands of industryites across the nation began paying off in terms of improved public relations and business with the launching of Movietime U.S.A. during the week. Except in a few areas, it was regarded as a success, as it undoubtedly stimulated public interest in America's most popular and more reasonably priced form of entertainment.

In Washington, President Truman told the visiting contingent at the White House:

"I am happy today to take part in the 50th anniversary of the motion picture theatre. I have some very vivid recollections of the first ones I saw. In those days, admission was five cents and you could stay as long as you wanted to.

A GREAT ASSET TO U.S.

"The great stars of that time, I judge, were—maybe I had better not name them, because some of them wouldn't like to have their ages stated. They had great comedians in those days, as well as we have today. The show has grown to be one of our greatest assets in the dissemination of information and entertainment.

"I just wonder what will be the situation 50 years from now. I hardly believe that I'll see it, but I hope I may. I know some of these young ladies will.

"So I congratulate you on the 50th anniversary. I hope you will have 50 more prosperous years."

However, Movietime U.S.A. did not get off the mark an unqualified success. Though making a hit with the public in most com-

Typical Movietime Setting



Sean McClory addressing students at the Haskell Indian Institute, Lawrence, Kas., a typical college Movietime setting.



THE PRESIDENT RECALLS HIS FIRST MOVIE DATES

When the Movietime U.S.A. troupe called on President Truman, he recalled his attendance at the early nickelodeons. In the front row, L to R, are Elizabeth Taylor, Adolph Zukor, Joyce O'Hara, the acting president of the Motion Picture Ass'n, and Debby Reynolds. In the row above are Louise Albritton, Arthur L. Mayer, Art Arthur of the Motion Picture Industry Council, A. Julian Brylawski, Randolph and Mrs. Scott.

munities where it was observed, members of the local committees were disappointed over a shortage of what they considered topnotch personalities. In other words, many Hollywood stars either could not participate because of other commitments or would not because of the rough traveling schedules.

New York City was one illustration. Here Teresa Wright was the only member of the contingent expected from Hollywood who participated. One other star showed up from the coast, but was reported dissatisfied with the hotel accommodations provided him and disappeared. The stars who appeared at the Tuesday (9) luncheon were already in the city and their participation was enlisted by the Organization of the Motion Picture Industry of the city of New York, which staged and paid for the affair.

The elaborate motorcades that had been planned fell by the wayside, and the preliminary planning of scores of members of the industry went for naught. In their place were substituted newspaper and magazine interviews and appearances on radio and TV.

On the other side of the balance sheet, however, was the fact that the luncheon was an outstanding success, as it enlisted the interest of many of the most prominent civic leaders in the city and resulted in much valuable newspaper coverage.

As reported in last week's BOXOFFICE, northern New Jersey did not take part

and New Orleans postponed its celebration to November. The southern city decided on the postponement because of what its committee considered a lack of visiting talent both in marquee value and numbers for that sprawling exchange area. West Virginia followed suit. Salt Lake City decided against any participation.

The District of Columbia scored its important meeting with the President after complaints of a shortage of personalities. It improvised a program by enlisting the services of Elizabeth Taylor, who was there for the opening of "A Place in the Sun," and having her appear along with Randolph Scott and others with lesser name values. Before going to the White House, there was a luncheon attended by government officials, newspaper editors and radio executives.

There had been warnings that some of the top stars wouldn't be available, and that the assignment of stars to the various exchange centers was an intricate proposition. One of the warnings was sounded at the convention of the Theatre Owners of America. However, many area committees, which had wholeheartedly gone to work raising funds and planning their celebrations, found it difficult to be philosophical and just before the opening of the drive sounded off in telegrams and telephone calls to the headquarters of the Council of Motion Picture Organizations. They were answered during the week

by Robert J. O'Donnell, drive chairman, who suggested the possibility of later assignments of stars.

TEXAS

AUSTIN, TEX.—The public gave the Movie-time personalities an ovation. More than 10,000 persons crowded the airport to see them arrive, and crowds estimated at 40,000 cheered them during the parade. Practically every newspaper in the state covered their meeting with the governor and public appearances.

COLORADO

DENVER—Enthusiasm and page one news coverage greeted the arrival of Anne Baxter, Spring Byington, Raymond Walburn, Rebel Randall and Liam O'Brien. More than 6,000 met them at the airport. Gov. Frank Barrett of Wyoming gave them an official welcome when they moved on to Cheyenne and accompanied them to Casper and Laramie, where he took part in all ceremonies. In both Denver and Cheyenne the contingent visited military hospitals, the Community Chest headquarters and the Crusade for Freedom.

OKLAHOMA

OKLAHOMA CITY—Ed Thorne, chairman of the Oklahoma Movietime publicity committee, called the celebration "the biggest thing for motion pictures that has happened since the movies came to Oklahoma." The contingent included Tim Holt, Hugh O'Brien, Eden Hartford, Charles Starrett, Roscoe Ates, Virginia Gibson and Harold Schumate. They arrived Sunday, were greeted by Gov. Johnston Murray and gave interviews. After a luncheon attended by 500 women at the Kiwanis convention, they appeared before a session of the convention. At 3 p. m. Monday they left in auto caravans for a personal appearance tour taking them to 75 towns before the end of the week. Holt, O'Brien and Hartford toured western Oklahoma, traveling in six cars with Ben Hill of Dallas in charge, three film salesmen as escorts and Polly Trindle of Oklahoma City handling publicity. Starrett, Ates, Miss Gibson and Schumate covered eastern Oklahoma, using six cars with Bill Slepka of Okemah, Okla., in charge,

TO START ELIMINATING 'SOFT SPOTS'

To Become an Annual Campaign

HOLLYWOOD—It's going to be an annual event.

Just before he took off for his Dallas headquarters, Robert J. O'Donnell, national chairman of the Movietime U.S.A. campaign, passed the word that he has already begun discussions with industry executives of plans for a 1952 version of the boxoffice jubilee drive.



R. J. O'Donnell

"It is hoped," O'Donnell said, "that this year's pioneering achievement will be the forerunner of an annual public relations effort which will bring Hollywood and the U.S.A. closer together for their mutual interest."

The veteran exhibition executive paid full tribute to the film capital for responding "so wholeheartedly" to the Movietime demand for a vast amount of time and talent, and called it "an accomplishment of which Hollywood and the industry leaders can be justly proud."

Parenthetically he pointed out that—"as in every pioneering venture"—some holes and soft spots in the Movietime blueprints were discovered. A few cities which had been on the original schedule for visits by industry names had to be dropped because of time, transportation and other difficulties, O'Donnell said, but will receive contingents of players later.

As the last of more than 200 stars and personalities left Hollywood en route to nearly every section of the country, O'Donnell declared:

"There was no talent left in Hollywood not actually engaged in picture production when we got through making up our lists. If there was, we couldn't find them."

For a proposed 1952 version of Movietime, O'Donnell suggested that, based on the experience so far obtained, the tour be spread over a period of several weeks, rather than compacted into a single week, as was the current campaign. By extending the time and staggering the tours, he explained, there will be less likelihood of encountering conflicting production commitments preventing players from embarking on the p.a. junkets.

The screen representatives are appearing at civic luncheons and dinners, service clubs, school and church groups on behalf of filmdom's Golden Jubilee, which was officially launched September 24.

three salesmen as escorts and Eunice McDaniel of Tulsa handling the publicity.

KANSAS CITY

KANSAS CITY—The Hollywood party arrived here Sunday evening. It consisted of Gloria Grahame, Sheila Ryan, Scott Brady, Sean McClory, Leon Gordon, producer, and Martin Rackin, writer. Their arrival was marked by fine newspaper and radio coverage. Monday morning they appeared in Lawrence for a brief program, en route to Topeka, where they attended a luncheon given by Gov. Edward Arn at the capitol. In the evening they appeared at the Recovery Jubilee in the Kansas State University stadium in Manhattan, attended by delegations from surrounding communities which aided the people of Manhattan in the flood disaster. From there they went to Junction City, Abilene and Salina, being luncheon guests of the Salina Kiwanis club and appearing in a parade. They then went to Ellsworth, Russell and Holington for brief appearances, arriving in Great Bend for a celebration in the city auditorium. In Hutchinson they were guests at a luncheon, and in Wichita they took part in a fire prevention program attended by 15,000 school children and attended the official opening of the Community Chest drive.

MINNEAPOLIS

MINNEAPOLIS—Robert Young, Marta Toren, Dorothy Patrick, Ann Doran, Gig Young, Irving Gielgud and Don McGuire, writer, and Albert Lewin, producer-director, represented Hollywood in the celebration

which covered Minnesota and North and South Dakota. They arrived in St. Paul Sunday evening, took part in a radio broadcast and gave interviews. Monday morning they arrived in Pierre for a big celebration including a buffalo barbecue attended by 8,000 guests. Units of the U.S. cavalry, Indians living in tepees on the lawn of the state

(Continued on page 11)

... Support From the Dailies

Campaign Gets Impressive ...



CHICAGO: Herald-American



SALT LAKE CITY: Deseret News

Pulse Beats

TOA to Complete Selection Of Regional Chairmen Soon

Gael Sullivan promises announcement in a few days of identities of the six who will hear exhibitor complaints and refer them to national officers for action; progress report soon.

★

Allied and TOA Units to Open Joint Conclave in Memphis

Midsouth Allied and Tristates Theatre Owners (TOA affiliate) to formally touch off Movietime drive for that area with a big parade October 16 led by film personalities.

★

TOA Public Relations Job Assigned to Dick Pitts

Recent editorial director of the Council of Motion Picture Organizations will be executive assistant in charge of public relations and programming to Gael Sullivan.

★

Proposed Refreshment Tax Stirs Massachusetts Ire

Tax commissioner backing bill to tax candy, ice cream, popcorn and other confectionery items; candy makers call it "raid on children's piggy banks."

★

Hearings to Start January 15 On UPT-ABC Merger Plan

Federal Communications Commission schedules date and decides to have testimony taken by an examiner on past antitrust connections of theatre circuit.

★

20th-Fox Plans to Produce Five Features in Italy

Move expected to use about \$1,920,000 of blocked funds; Spyros P. Skouras, 20th-Fox president, due in Rome for further talks shortly; government cooperation expected.

★

'David and Bathsheba' Cut For Memphis Showings

About five minutes of the film ordered deleted by Lloyd T. Binford, veteran censor, for "misuse and abuse" of the Holy Bible; good grosses at Loew's Palace at advanced prices.

★

Columbia Quarterly Dividend Of \$1.06¼ a Share Voted

Company declares that amount at meeting Thursday (11) on the \$4.25 cumulative preferred stock, payable November 15 to stockholders of record November 1.

★

Albert Chesnes to Manage Paramount Theatre TV

Has been in charge of Paramount's theatre television operations for the past three years; Jack Hammer will be supervisor of theatre television film processing.

Big Crowds Everywhere for Stars



Texas showmen, who originated the Movietime campaign idea, put on a great show when the Hollywood celebrities arrived. Their fellow Texans went for the campaign in a big way, as is evidenced by this night shot in Austin, the state capital. John Wayne was busy signing autographs as the shutter clicked.

Movietime...

(Continued from page 9)

capitol building and cowboys dancing in the street took part. Traffic was barred from downtown streets and Gov. Sigurd Anderson of South Dakota used a stage coach in attending the various functions. The day-long celebration ended in an evening costume ball given by the Junior Chamber of Commerce of Pierre. Two theatres filmed eight feature films soon to be released for visiting exhibitors.

Tuesday the group was flown to Minot, N. D., for a lunch and to Grand Forks, N. D., for dinner and the opening the Community Chest drive there. The next stop was Bismarck, where they attended a press and radio luncheon and gave interviews and appeared on the radio. From Bismarck they flew to Fargo and then to St. Paul for an official state program highlighted by a luncheon Friday at which Gov. C. Elmer Anderson read his proclamation for the celebration of Movietime. They then visited the Variety Club Heart hospital at the University of Minnesota in Minneapolis.

WISCONSIN

MADISON, WIS.—State's Atty. Gen. Vern Thompson read the governor's proclamation from the steps of the State House when the Hollywood delegation arrived here Monday. There were more than 20,000 spectators and every newspaper in the state covered the event. Exhibitors and newspapermen filled more than 400 cars in the citywide parade, led by an air force band. After an official welcome luncheon, the delegation went to Milwaukee where civic leaders, newspaper publishers, radio station directors and leading exhibitors greeted them at dinner.

INDIANA

INDIANAPOLIS—The official welcoming luncheon to the Hollywood personalities, at which Gov. Henry Schriker read a proclamation declaring October, November and December to be "Movietime in Indiana," was attended by more than 300 publishers, business leaders and exhibitors from all over

Indiana. Rocky Laine gave the governor a ten-gallon hat. Besides page one newspaper coverage, special feature space was given keynote speeches by Trueman T. Rembusch, Marc Wolf and Joe E. Brown. They blasted misconceptions about Hollywood stars. Several editorials praised Brown's speech as "must" reading.

ILLINOIS

SPRINGFIELD, ILL.—This town went wild when the Hollywood troupe arrived Monday. It included Danny Kaye, Paul Harvey, Otto Kruger, Nancy Davis, Sally Ellers, Susan Cabot, Horace Kelly, William Perlberg and George Seaton. There was so much interest in them that Irv Kupcinet, star columnist of the Chicago Sun-Times, was assigned to cover the Springfield activities. These began with a formal breakfast Monday given by the Junior Ass'n of Commerce, with Gov. Adlai T. Stevenson present to extend the greetings of the state. Also present were many civic leaders as well as newspaper editors from all over Illinois. All newspapers in the state covered the event as though it was an outstanding local story. The mayor of Springfield was host at the luncheon, with city and state officials, educators and others attending.

MICHIGAN

DETROIT—Veteran showmen called the Movietime celebration one of the most successful movie activities in the state's history. It got under way Monday in Lansing with a luncheon in the new home office of the Lansing State Journal at which Paul Martin, publisher, was host to 125 prominent newspapermen and radio executives. Gov. G. Mennen Williams and high Michigan and Lansing officials then gave a reception at the state capitol, followed by a parade through the downtown section in which high school bands supplied the music. Governor Williams, riding in an open car, was flanked by Cindy Garner and Yvette Dugay, Hollywood starlets.

The parade was followed by a cocktail party given by Governor Williams at the Lansing Country club, with more than 500 guests, including exhibitors, present. Officers and members of the Michigan Movietime committee then left for Detroit for a dinner at which they were hosts to Mayor Albert Cobo,

Movietime...

Dr. Harlan H. Hatcher, new president of the University of Michigan; Malcolm W. Bin-gay, newspaper editor; Maj. Gen. Harry A. Johnson, commandant of the Tenth Air Force at Selfridge Field, Mount Clemens; Walter C. Laidlaw of the Community Chest and many other civic leaders. Hollywood personalities participating included George Murphy, Steve Cochran, Kenny Baker and Sidney Greenstreet. The entire state campaign was tied in with the Community Chest Red Feather drive, with the Hollywood contingent taking part in 33 chest programs.

MARYLAND

BALTIMORE—Maryland exhibitors were enthusiastic over the reception given the Hollywood personalities. These were Sol Lesser, producer; Elizabeth Meehan, writer; her daughter, Frances Meehan, actress; Mischa Auer, Peggy Lee, Suzanne Dalbert and Alleen Stanley jr. They were received Monday by Gov. Theodore R. McKeldin at the state capitol in Annapolis, after which they went to Carvel Hall as guests of honor at a luncheon attended by 150 exhibitors, editors and radio and television executives. The luncheon was televised. Lesser was toastmaster. The delegation then was entertained at a reception and cocktail party at the Fleet Officers Reserve club.

PENNSYLVANIA

HARRISBURG, PA.—All Harrisburg and Pittsburgh newspapers devoted almost a full edition to the arrival of Movietime personalities Monday to open a series of personal appearances throughout western Pennsyl-



KEY TO THE CITY OF BALTIMORE

Arthur B. Price, acting mayor of Baltimore, gives the keys to the city to visiting Movietime personalities. Left to right, at city hall exercises, are: Lauritz Garman, president of the Maryland exhibitors group; Leon Back, Misha Auer, Suzanne Dalbert, C. Elmer Nolte, state Movietime chairman; Price, and I. M. Rappaport, veteran exhibitor.

vania. Special feature stories were given Vera-Ellen, one of the stars on tour, who made a hit with guests by introducing herself to each one and saying: "On this tour we're supposed to meet people. I like people. Let's get acquainted."

ALBANY AREA

ALBANY, N. Y.—History was made here when all nine radio stations in this area joined in covering a single movie event—Movietime—devoting 24 individual programs to it. Newspaper coverage was complete, too. The Monday luncheon was enthusiastic, with over 275 persons attending to see and hear Teresa Wright, Ray Milland, Leonard Spigelgass, writer, and Fred de Cordova, director. The failure of some personalities to appear forced cancellation of a tour of the area.

OHIO

COLUMBUS, OHIO—Hollywood representatives made "a marvelous impression," according to Harry Schreiber, co-chairman of the local committee. They included Jeanne Crain, Geraldine Brooks, Keefe Brasselle, George MacCready and Ernest Pascal, writer. Things started with a press breakfast Monday morning. Interviews and recordings for radio programs followed, then a visit to Children's hospital.

Gov. Frank Lausche and Mayor James Rhodes greeted them at a luncheon at the Columbus Athletic club at which Miss Crain spoke for the group. Appearances on radio and television followed, and a rally in the Lane shopping center attended by 8,000 at which prizes of watches, skates, footballs, bicycles and a school wardrobe were given away. Leo Yassenoff, a leading exhibitor, was host to the personalities and exhibitors at dinner.

The group then toured Springfield, Dayton and Cincinnati, with stopoffs along the route.

IOWA

DES MOINES—Hundreds of thousands of persons gathered to see the Movietime stars, according to Dale McFarland of the Tri-State Theatre Corp., chairman of the tour committee. Results far exceeded expectations. In the visiting delegation were Macdonald Carey, Benay Venuta, Alex Nicol, Richard Maibaum, producer, and Barbara Rich, Susan Morrow, Nancy Hale, Irene Martin, Judith

Ames and Peter Baldwin, members of the Paramount Golden Circle. Gov. William S. Beardsley greeted them and they split into three groups for appearances in 85 towns.

VIRGINIA

RICHMOND, VA.—The Hollywood group here consisted of Randolph and Mrs. Scott, Karl Tunberg, president of the Screen Writers Guild; Myrna Dell, Jane Nigh and Edwin Knopf, producer. They attended a luncheon and dinner at which many representative businessmen were present, including Gov. John Stewart Battle. Carlton Duffus, state campaign director, supervised their following tour through the principal towns of the state.

'Upped Admissions Hurting Campaign'

NEW YORK—Increases made in admission scales during the Movietime U.S.A. drive are breaking down the public goodwill the campaign was supposed to create, says E. C. Grainger, head of the Jamestown Amusement Co. (Shea circuit). He has just completed a tour of the circuit's theatres in New York, Ohio and Pennsylvania during which he visited newspaper offices and made many local contacts.

Grainger did not mention any films or theatres by name, but he was referring to pictures that are now playing at upped scales. His comments were contained in a letter sent to Arthur L. Mayer of the Council of Motion Picture Organizations.

Considerable pressure was put on local managers by the circuit to secure co-operation in the Movietime activities, Grainger said.

Cooperation was obtained from newspapers and others, Grainger wrote, "but influential people, including newspaper people, commented on the lack of coordination and the lack of vision on the part of several segments of our business."

Many patrons looked at the advanced price signs on boxoffices and walked away, some with "violent comments," Grainger reported.

Autry to the Rescue At Small Iowa Town

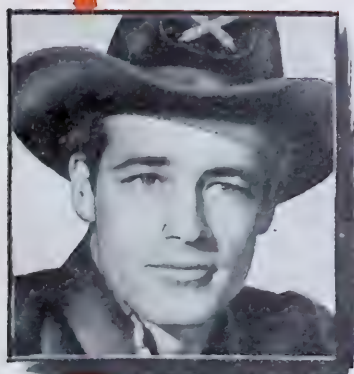
LAKE PARK, IOWA—Gene Autry came to the rescue of Al Myrick of the State Theatre here when Movietime U.S.A. cancelled out on a scheduled appearance of Hollywood personalities Wednesday. Myrick, who is president of Iowa-Nebraska Allied, was notified of the cancellation on Monday and, like a number of other small-town Iowa exhibitors, burned at the last-minute cancellation.

Fortunately, Myrick knows Autry well. The western star and his troupe were in Mitchell, S. D., so Myrick put in a desperation call on Tuesday in hopes of getting some help. Autry himself couldn't get to Lake Park because he had a date with some veterans at a hospital but he sent his horse Champion and Little Champion with their trainer, Jay Berry, and his comedy associate, Smiley Burnette.

For a small town operator, Myrick couldn't have got a better break. The Chamber of Commerce had gone all out to join the exhibitor in promoting Movietime, and Myrick figured he would have been in a terrific spot had he not come across with some sort of Hollywood program. Burnette, Berry and the horses got to town early Wednesday, put on a great 10 a. m. show and then went on to make an afternoon performance in Mason City.

TEN HEROES IN GRAY... AND ONE WOMAN IN LOVE HOLD A WHOLE ARMY AT BAY!

The amazing, thrilling,
inspiring story of the
handful of men in
Gray who blocked
Sherman's March
to the Sea!



"Get off Devil's
Mountain now...
before they blow
it up!"



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Based on the Story by

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Presents

"DRUMS IN THE DEEP SOUTH"

Color by SUPERcineCOLOR

starring **JAMES CRAIG • BARBARA PAYTON**
GUY MADISON



Designed and Directed by **WILLIAM CAMERON MENZIES** • Screenplay by **PHILIP YORDAN** and **SIDNEY HARMON**
HOLLISTER NOBLE • Music Composed and Directed by **DIMITRI TIOMKIN**

Distributed by



Government Sues to Stop Closed Circuit Telecasts

PHILADELPHIA—The Department of Justice has started a court test on whether sports promoters can limit broadcasting and telecasting of public contests.

A suit charging monopoly was filed Tuesday (9) in U.S. district court by Assistant Attorney General H. Graham Morison, in charge of the antitrust division of the Justice department.

This particular suit is aimed at the National Football league, but it may be extended to include the National Collegiate Athletic Ass'n. The same principle of regional limitation also applies to league baseball games.

MAY GO TO SUPREME COURT

In each instance the future of theatre telecasts on a closed circuit basis is involved.

The court contest probably will go to the U.S. Supreme Court and might run over a period of two or three years.

In order to prove its case the Department of Justice will have to convince the courts that football, baseball, boxing and other sports are interstate commerce—a subject of controversy over a period of years.

Up to the present most lawyers have contended that promoters have a property right in their shows, but the new Justice department contention is that if any sport sells a ticket it is offering a commodity on the market and that the "public should be able to buy what it wants free of any monopoly and free of any restraint."

Apparently, Ford Frick, baseball commissioner, heard about the suit in advance. He telephoned John Wolfberg giving him permission to show the World Series if no admission were charged. Wolfberg's Broadway was the only theatre to show the series on its large screen.

All league baseball clubs, big and little, have had an agreement that no broadcasts or telecasts could be made without the consent of a team in its home territory.

College football telecasts have been limited to scattered test territories thus far this season in order to give the institutions a chance to study the effect of television on the gate receipts.

WIDESPREAD PUBLIC PROTEST

The government action is the result of widespread protests from home television receivers that they had been deprived of their "right" to see the recent big fights which went into theatres. This "right," they say, is due to their belief that when they bought receivers all programs would be free like radio.

Theatre men are watching the government moves, but are maintaining silence.

The basic issue, says one well-known film lawyer, is, Can an owner of an attraction be compelled to give away the airborne rights to it? All the current opposition to unlimited telecasting by private promoters, colleges and theatres is due to a belief that these businesses have been injured by the free use of television.

DofJ Boxing Probe Has Theatre Angle

NEW YORK — Professional boxing is heading for a shakeup that may have widespread repercussions on theatre telecasting of sporting events.

A federal grand jury has been authorized by the Department of Justice to make a national investigation of the International Boxing club and its widespread activities on the theory that it is monopolistic.

Radio broadcasting, television and motion picture rights are included in the probe.

Thus far, boxing is the only sport that has stirred any excitement in theatres, and the 15 houses that have had so much success that rush is on to equip houses with television. At the beginning of this month 29 houses had been equipped and the prediction was that about 85 houses would secure the apparatus by the first of the coming year.

Para. Telemeter Test Authorized by FCC

WASHINGTON—Paramount Television Productions on Wednesday (10) was given permission by the Federal Communications Commission to test the Telemeter subscriber television system over station KTLA-TV, Los Angeles for 90 days between midnight and 9 a. m.

The Telemeter system is basically the same as Phonevision and Skiatron, the other subscriber-vision systems for which the commission has authorized experimental broadcasts, involving an unscrambling device which must be attached to the receiver. It differs in that the device includes a coin-operated mechanism to operate the unscrambler. Called a "comparator," it takes nickels up to \$2 and is so designed that when the amount deposited equals the required amount, the unscrambler is set in operation. The comparator also is equipped with a magnetic tape which records the code number of the programs accepted by the receiver.

The FCC placed the same restrictions on the Telemeter tests as it did on Skiatron and Phonevision, requiring periodic announcements throughout each program, both visually and orally, that the broadcasts are tests, and banning any action by Paramount which might give the impression that the system has been or is about to be authorized on a regular basis.

In addition, a provision was added to the authorization which, in effect, noted that the permission to broadcast test programs would not in any way influence the commission in making a final determination of Paramount's qualifications as a television licensee in the light of its antitrust violations.

Denver Broadway Scores:

Has Only Theatre TV Of World Series

DENVER—The Broadway this week showed the first theatre telecast of the world series, but the authorization to show the series came with such suddenness that the telecast was started in the third inning of the third game.

Harris and John Wolfberg, father and son, had been working to get permission to show the series ever since they found it would have video film equipment installed in time, but Ford Frick refused to allow them to go ahead. Then suddenly Saturday, about one-half hour before game time, a wire came telling of okaying the telecast with no admission charge. Then the phone company refused to take the telegram at face value and refused temporarily to book the Broadway into the closed circuit that was serving about 90 receivers in the nearby Brown Palace and Cosmopolitan hotels. The phone company contacted its New York office and had Ford Frick paged at the game to okay the deal. The Broadway was hooked up in the third inning.

The theatre filled rapidly as employees mixed with the crowds viewing the game at outdoor receivers. The showing on the screen was large and clear and showed the action in fine shape. About 50,000 saw the games on the public and private sets installed in the two hotels, which are hooked up in a closed circuit. With Denver lacking home television, the only places the television of the games could be seen were at the Broadway, with a 1,500-seat capacity, and at the two hotels. The hotels placed four receivers in the lobby, facing four ways and high enough for all to see. Other public sets were in hotel store windows and on the sidewalks. About 6,000 could see the game at any one time. The showing of the games at the Broadway added about 1,500 to this number.

Tickets were required for admission to the Broadway, but they were free and could be secured at a local bank from 7:30 to 9:30 a. m. each day. The game delayed the opening of the Broadway for the usual film fare each day. Setting up for the series cost the Broadway about \$50,000, with the phone bill running around \$4,300.

Dan Kelley, white-haired Broadway projectionist, made another first for himself. It was the first time television of a world series has been put on a theatre screen.

Jonas Rosenfield Jr. Quits 20th-Fox Advertising Post

NEW YORK—Jonas Rosenfield Jr. has resigned as advertising manager of 20th Century-Fox, effective November 2, and plans a brief vacation before announcing his future plans. He has been with the company since 1941, except for World War II service, and became advertising manager in 1948. Previously he was associated with Warner Bros., Walt Disney and Donahue & Coe. His wide experience includes account executive, copy chief and other supervisory duties in the creative end of advertising.

Rosenfield has toured extensively for 20th-Fox, speaking before exhibitor organizations and at sales conventions and showmanship meetings. Recently, he represented the industry in Texas, aiding in setting up the Movietime U.S.A. campaign there.



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are
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thanks
to

"DAVID and BATHSHEBA" - "PEOPLE WILL TALK"
technicolor
 "NO HIGHWAY IN THE SKY" - "THE DAY THE
 EARTH STOOD STILL" - "A MILLIONAIRE FOR
 CHRISTY" - "MEET ME AFTER THE SHOW"
technicolor



You bet! It's another smash opening of "David and Bathsheba" at the Madison, Detroit!

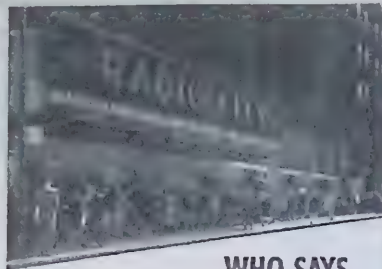
Look's Big Break on Films Answers Life's 'Obituary'

NEW YORK—"Who Says Hollywood Is Dying?" asks the current issue of Look magazine, in a seven-page lavishly illustrated article coming to the defense of the industry following loose editorial statements based on the time now past when it was temporarily in the doldrums. Look continues:

"Movie attendance, theatre outlets and profits are up and climbing. To hold their long dominance of U.S. entertainment, the major studios alone are betting \$285,000,000 in talent, color, production know-how and showmanship on an even bigger and better year in 1952."

Jack Sayres, staff writer, did the article after considerable research into factual material as distinguished from previous guesswork by other publications, and after a survey of Hollywood studio plans and talks with executives there. He found that "despite a series of ghoulish obituaries, the fact of the matter is that the movies are still very much the giant of the entertainment industry throughout the world."

After pointing out that theatres are "better, more convenient and more numerous," that more revenue is being received from sales of films abroad and that the profits of the major studios have taken a marked upturn, Sayres finds the reason to be one of improved product. He cites the spring and summer popularity of such films as "The Great Caruso," "Show Boat," "On the Riviera" and "Cyrano de Bergerac" as lighting the "fires of enthusiasm," and less-pretentious movies like the Martin and Lewis comedies, "Up



WHO SAYS HOLLYWOOD IS DYING?

Many studios, theater outlets and profits are up and climbing. To hold their long dominance of U.S. entertainment, the major studios alone are betting \$285,000,000 in talent, color, production know-how and showmanship on an even bigger and better year in 1952.

Opening Page of the Look Article

Front," "The Thing" and "Strangers on a Train" as keeping the flames alive.

Sayres relates that in the past year Universal-International has cut production costs 50 per cent, new stars have been sold to the public and grosses have jumped 20 per cent. Of MGM he says that its 1952 budget calls for 40 films at a cost of over \$55,000,000, or 14 more than last year, and that half of the new ones will be made in color.

Salesmen Approve Wage Contract; Invite Chicago Loge to Return

OMAHA—Harmony apparently reigns supreme within the ranks of the Colosseum of Motion Picture Salesmen of America following ratification of a wage contract. Unanimous approval was voted just before the conclusion of the national convention here Sunday, putting an end to reports that more units planned to follow in the steps of the Chicago loge and withdraw over contract terms.

The 85 delegates present accepted the contract, which included an increase of \$7 a week in salary and \$1 more a day for expenses, basically the major gains obtained by the negotiating committee and general counsel David Beznor.

Beznor, spokesman for the organization, said members voted to raise \$100,000 for an emergency fund and instructed him to continue negotiations with Lippert Productions for representation for bargaining purposes. They also went on record to extend the same Colosseum agreement to United Artists and Monogram that they had with eight other companies.

The assembly also indicated it would be willing to take back any members of the

Chicago loge who withdrew recently over severance pay and pension plan disputes in the contract.

The convention wound up with the selection of Atlanta for the 1952 convention, election of officers and a vote of confidence to the Colosseum leadership. William Wink, Omaha loge president, was commended for his expert handling of convention arrangements after its sudden switch from St. Louis to Omaha.

Ross Williams, Cincinnati, was elected president. Other officers are:

Ted Mendenhall, Des Moines, first vice-president; William G. Bugle, Albany, second vice-president; Floyd R. Klingensmith, Pittsburgh, secretary; Irving Frankel, Pittsburgh, assistant secretary; Tom McKeen, Oklahoma City, treasurer; Ted Blakely, Oklahoma City, assistant treasurer.

Eastern zone—Leonard Appel, Boston, vice-president; Keith Godfrey, Philadelphia, committeeman.

Central zone—N. Provencher, Milwaukee, vice-president; Dave Chapman, Milwaukee, committeeman.

Midwest zone—William Wink, Omaha, vice-president; Robert Carnie, Kansas City, committeeman.

Southern zone—T. P. Tidwell, Dallas, vice-president; Ray Wild, Dallas, committeeman.

Western zone—H. J. Weaverling, San Francisco, vice-president; Ed Ashkins, Los Angeles, committeeman.

Final Tax Bill Drops Major Objections

WASHINGTON—The film industry got the best out of senate and house bills in the senate-house conference on their differing versions of the new 1951 tax bill still being debated between conferees.

The senate admissions tax provisions, much more favorable to the film industry than those passed by the house, were adopted by the conference on Friday (5).

Acceptance of the senate version on admission taxes was the most sweeping victory. The house gave a wide range of exemptions from admissions taxes to charitable organizations and cooperative groups, including cooperative film theatres which might be running in direct opposition to tax-paying film houses.

The senate version, now adopted in conference and therefore almost certain to be the final version, sharply defined the charitable organizations and other such groups entitled to exemption from the admissions tax and ruled films could not be shown tax free under any circumstances by any organizations of whatever kind.

Educational organizations would be exempt only if they maintain regular faculties and have student bodies in attendance; charitable organizations, only if all or part of their funds are contributed by the federal, state or subdivision thereof, governments, or if they are primarily supported by contributions from the general public.

Exempt in both bills were the above organizations, though not rigidly defined in the house bill, and also churches and conventions of churches, societies producing symphonies or operas and receiving substantial support from voluntary contributions, National Guard, Reserve officers and veterans' groups, police or fire departments or pension or retirement fund benefits.

Under the senate bill, now approved in conference, none of the above could be exempt from admissions tax when presenting films, wrestling or boxing matches, carnivals, rodeos or circuses where professionals participate or athletic contests unless proceeds go exclusively to elementary or secondary schools.

Also exempted were a few other less important types of admissions, as to farm fairs, concerts sponsored by nonprofit civic associations, admissions to swimming pools, historical sites, homes or gardens temporarily opened to the public, etc.

Supreme Court to Review Hughes Stock Decision

WASHINGTON—The Supreme Court on Monday (8) agreed to review the New York district court decision ordering Howard Hughes to dispose of 929,020 shares of New Theatre Co. stock before Feb. 20, 1955, under the terms of the RKO consent decree.

The RKO consent decree was filed in 1948, at which time Howard Hughes owned 24 per cent of the stock. Hughes contends that the agreement gives him, alone, the right to determine when he would dispose of the stock, and also charged that the court is trying to illegally deprive him of millions of dollars worth of property.

Control of U-I by Decca Appears a Certainty

New York—Decca Records is negotiating for the purchase of the 31,900 stock options in Universal-International Pictures now held by Nate J. Blumberg, president, according to Milton R. Rackmil, Decca president. Decca is seeking control of the film company through purchase of Blumberg's stock and the approximately 130,000 shares held by William Goetz and Leo Spitz.

Barring any hitch in the negotiations, the transfers in ownership will take place November 1. Any plan for a merger of the two companies, however, must be approved by both the stockholders and the Securities and Exchange Commission and, probably, by the Department of Justice.

The sale of U-I stock to Decca is "entirely a personal matter concerning the U-I executives involved," according to a home office spokesman, who said the company had no statement to make on the matter.

RCA Rushes Preview Of Big-Screen Color

New York—In a surprise move, RCA announced it will demonstrate its compatible all-electronic large-screen color television Tuesday (16) in the Colonial Theatre here.

LOS ANGELES—It has such confidence in the future of the motion picture industry that the Radio Corp. of America is staking additional millions thereon, it was declared here Wednesday (10) by J. E. O'Brien, manager of RCA's theatre, visual and sound sales department. O'Brien made the disclosure at a meeting of more than 70 RCA theatre equipment dealers here to attend the joint conventions of the Theatre Equipment and Supply Manufacturers Ass'n and the Theatre Equipment Dealers Ass'n.

Asserting RCA has "the greatest faith it ever had in the future of the motion picture business," O'Brien said his company is extending credit to exhibitors "on very liberal terms" and is spending millions on the development of theatre television and new products.

The board of directors of TEDA elected the following new directors:

District No. 1—Harold Abbott, Abbott Theatre Supply Co., Chicago, and M. E. Frosch, Frosch Theatre Supply, Minneapolis.

District No. 2—Nash Weil, Wilkin Theatre Supply, Inc., Atlanta, and W. E. Carrell, Falls City Theatre Equipment Co., Louisville, both re-elected.

District No. 3—George Hornstein, of Joe Hornstein, Inc., New York City, was named to fill the unexpired term of the late Joe Hornstein.

District No. 4—Ernest Herber, Herber Bros., Dallas.

District No. 6—Tom Shearer, B. F. Shearer Co., Seattle.

Holdovers on the TEDA directorate are F. A. Van Huse, Western Theatre Supply, Omaha; Phil Guss, Intermountain Theatre Supply, Salt Lake City; J. Eldon Peek, Oklahoma Theatre Supply, Oklahoma City; Joe Cifre, Joe Cifre, Inc., Boston; H. H. McClaren, Western Service and Supply, Denver.

Continued in office as executive director was Ray G. Colvin, St. Louis.

The TEDA board unanimously adopted a resolution pledging full support and cooperation with the Movietime U.S.A. campaign and board members pledged themselves to get behind the drive at local levels in all communities.

See Greater Cooperation Between TOA, Allied

NEW YORK—Curiosity among members and non-members of Allied States Ass'n as to what new approaches, if any, the organization will take on the current trade problems has sent the convention registration well over the 500 mark. The sessions are scheduled to start October 28 and run through November 1.

Wilbur Snaper, head of New Jersey Allied, who is chairman of the convention committee, predicts the attendance will be the biggest in years. He will not, however, make any forecasts on what the trend of sentiment will be.

"Anything can happen," he says.

This feeling of uncertainty is due principally to the fact that trade problems wax and wane so fast these days as a result of the upset clearance systems, competitive bidding, increased percentages caused in part by higher distribution costs, drive-ins, television, and materials scarcities which complicate theatre maintenance that many exhibitors have things on their chests that they want to get off.

Arbitration and the increasing litigation are also outstanding topics of conversation. The prospects that national Allied will come up with some concrete suggestions on arbitration are not considered bright. A study of regional sentiment after the delegates get to New York and the discussions which may take place at the joint meeting in Memphis October 16-17 of Tristates Theatre Owners (TOA) and Allied Theatre Owners of the Midsouth could influence the national organization's attitude on this.

The Allied board meets several times during every convention and invites observers to the board sessions to make sure that any action taken will reflect the general sentiment.

Some Allied members assert that any arbitration system should include competitive bidding, clearances and all the other problems facing exhibitors. Allocation of prints

where they are short ought also to figure in arbitration, say some.

This is a large order. It could start a discussion.

The joint meeting in Memphis has stirred widespread speculation about the possibility of a merger of regional and national TOA and Allied organizations, but so far it is just speculation. Some Allied leaders say they started the organization for the purpose of helping small operators and that's the way they are going to keep it.

Even so, the organizations have cooperated on several projects during the past two years and some plan for continued joint efforts may come up.

What the nonmembers who have written to Snaper are interested in is the way the clinics operate. These are groups of operators from communities of varying sizes who are presumed to have the same problems. They get together mornings, exchange experiences and ask advice from Abram F. Myers and other leaders. The results of these talks are summed up in resolutions submitted to the convention as a whole.

Something along this line was started at the recent TOA convention in the exhibitor-distributor relations committee.

NPA Getting Tougher; Denies 20 Permits

WASHINGTON—Twenty applicants for permission to build theatres were turned down by the National Production Authority in the period since adoption of the new M4A regulations on September 29, according to an NPA announcement on Monday (8).

Nine standard theatres and 11 drive-ins received denials. NPA pointed out, however, that the denials contained in the announcement covered only applications for controlled materials in the fourth quarter of 1951 and said that applicants could refile for a later quarter.

Four applications for permission to construct television facilities were also turned down in the period, the largest of which was an application covering a \$5,330,000 television studio in Los Angeles.

NPA theatre denials during the period are listed as follows:

INDOOR THEATRES

Austin, Tex.—Robert E. Coleman.
Birmingham, Ala.—R. M. Kennedy.
Carmel, Calif.—Carmel Playhouse.
Denver, Colo.—Atlas Theatre Corp.
Denver, Colo.—Fox Greater Theatres, Inc.
Jacksonville, Fla.—Stackton-Whitely Davin Theatre Bldg.
Lincoln, Neb.—Amon L. Sanders.
Panama City, Fla.—Martin Theatres of Florida.
Tulsa, Okla.—Ulrica Square, Inc.

DRIVE-IN THEATRES

Alken, S. C.—A. D. Arnold.
Atlanta, Tex.—Tri-State Theatres.
Augusta, Ga.—J. J. Davis.
Bloomfield, Conn.—Philip W. Mader.
Colorado City, Tex.—Colorado Amusement Co.
Columbus, Ga.—Martin Theatres of Georgia.
Flagstaff, Ariz.—Northern Arizona Theatres.
Gonzales, La.—San Pasqua.
Magnolia, Ark.—Tri-State Theatres.
Pittsburg, Tex.—Tri-State Theatres.
Winslow, Ariz.—Otis L. Bronson and Stone J. Burris.

Sessions Are Opened To All Exhibitors

FRANKLIN, IND.—Trueman Rembusch, national Allied president, has sent out word that non-Allied exhibitors will be welcomed at the convention and full opportunities to take part in the clinics will be offered.

Rembusch said he had received an "overwhelming number of inquiries in non-Allied territories inquiring whether they would be welcome at the national convention."

The clinics are scheduled for two mornings of the convention. These meetings are divided into the following categories: Small towns, large towns, cities, neighborhood and sub-runs, drive-ins, and circuits and bidding.

Rembusch has asked that reservations be sent to Wilbur Snaper, convention chairman, 234 West 44th St., New York.

BIRMINGHAM, ALA. SPRINGFIELD, MASS. KNOXVILLE, TENN. MINNEAPOLIS, MINN. SPRINGFIELD, O. SANTA FE, N. MEX. PITTSBURGH, PA.
COLUMBUS, OHIO WINSTON SALEM, N. C. FT. WORTH, TEX. CHARLESTON, W. VA. MADISON, WISC. DULUTH, MINN. HARRISBURG, PA.
WORCESTER, MASS. TACOMA, WASH. BROOKLYN, N. Y. WHEELING, W. VA. JERSEY CITY, N. J. NEW HAVEN, CONN. NEW YORK, N. Y.

11-15-51...Is November

the day hundreds of dates background the
fabulous continent-wide premiere of

PARAMOUNT'S

WHEN WORLDS COLLIDE

In Ea
TEC

the amazing spectacle produced by George Pal
which, Variety says, "sweeps the spectator into
space and will reap grosses and top honors"
with scenes like:

**GIANT PLANET
COLLIDING WITH
THE EARTH ...**

**AWESOME EARTHQUAKES
SWALLOWING WHOLE
HEMISPHERES ...**

**TIDAL WAVES
ENGULFING
ENTIRE COUNTRIES ...**

**SPACE SHIPS AS
MODERN NOAH'S ARKS
FOR SURVIVAL ...**

**WHEN WORLDS
COLLIDE**

Color by
TECHNICOLOR
Produced by **GEORGE PAL**
Directed by **RUDOLPH MATÉ**
Screenplay by Sydney Boehm
Based on a novel by Edwin Balmer
and Philip Wylie

IT'S MOVIE TIME, U.S.A.

SAN ANTONIO, TEX. WASHINGTON, D. C. CHARLESTON, S. C. JACKSONVILLE, FLA. FALL RIVER,
ATLANTIC CITY, N. J. MIAMI BEACH, FLA. DES MOINES, IOWA HOT SPRINGS, ARK.
PHILADELPHIA, PA. PITTSBURGH, PA. RICHMOND, VA. WILKESBARRE, PA.

YOUNGSTOWN, OHIO
 MILWAUKEE, WISC.
 NEW ORLEANS, LA
 ROCHESTER, N. Y.
 PORTLAND, ORE.
 STAMFORD, CONN.
 SEATTLE, WASH.
 COLO. SPRINGS, C.
 EVANSVILLE, IND.
 SAN FRANCISCO, C.
 INDIANAPOLIS, IND.
 PROVIDENCE, R. I.
 SALT LAKE CITY, U.
 LAS VEGAS, NEV.
 HOLLYWOOD, CAL.
 CLEVELAND, OHIO
 PITTSBURGH, PA.
 BALTIMORE, MD.
 NASHVILLE, TENN.
 CHARLOTTE, N. C.

15, 1951

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HNICOLOR

Based on a
 novel by
 EDWIN
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 and PHILIP
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NATIONALLY ADVERTISED in specially
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 and eager audiences" that M. P.
 Herald notes make science fiction
 "a potent boxoffice commodity"...

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 ATLANTA, GA.
 TRENTON, N. J.
 ITHACA, N. Y.
 BANGOR, ME.
 FLINT, MICH.
 TOLEDO, OHIO
 HOUSTON, TEX.
 OGDEN, UTAH
 TOPEKA, KAN.
 TUCSON, ARIZ.
 AKRON, OHIO
 BOSTON, MASS.
 BUFFALO, N. Y.
 CANTON, OHIO
 SCRANTON, PA.
 SYRACUSE, N. Y.
 WICHITA, KAN.
 PHOENIX, ARIZ.

MASS.
 KANSAS CITY, MO.
 LOS ANGELES, CAL.
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 SAN DIEGO
 LANSING, MICH.
 SPRINGFIELD, ILL.
 MEMPHIS, TENN.
 BILLINGS, MONT.
 BURLINGTON, IOWA
 LOUISVILLE, KY.
 FORT WAYNE, IND.
 SACRAMENTO, CAL.
 GRAND RAPIDS, M.
 LINCOLN, NEBR.
 OLYMPIA, WASH.

Men and Events

By JAMES M. JERAULD

SMPTE Convention Opens This Week

HOLLYWOOD—With attendance expected to total several hundred, comprising engineers, research scientists and technical experts in the fields of films and video throughout the country, the 70th semiannual convention of the Society of Motion Picture and Television Engineers will get under way here Monday (15), continuing through Friday (19).

Twelve technical sessions are on the program for the five-day affair, of which William C. Kunzmann, convention vice-president, is in charge. He is an executive of the National Carbon Co. in Cleveland. The conclave will be staged at the Hollywood Roosevelt hotel.

New discoveries and achievements in the realms of theatre and color television, high-speed photography, 16mm photography, magnetic sound recording, color and stereoscopic photography and other subjects will be reported and analyzed by the assembled conventioners. Social highlight will be a dinner dance to be staged Wednesday evening (17).

Earl I. Sponable, 20th Century-Fox technical director in New York, and an SMPTE past president, will be the recipient of two awards during the convention—the society's progress medal and the Samuel L. Warner Memorial award in recognition of his contributions to the technical advancement of color film, sound and large-screen theatre television.

Also to be presented will be the first annual David Sarnoff Gold Medal award in recognition of outstanding achievement in TV engineering.

Kunzmann and Peter Mole, of the Mole-Richardson Camera Co., and present SMPTE president, will be the co-hosts.

MGM Extends Walker Pact

NEW YORK—Frank Walker, who has headed the MGM Record division since its inception five years ago, will continue to top this activity of Loew's, Inc., according to C. C. Moskowitz, vice-president and treasurer. Walker's current contract, expiring in 1952, has been extended.

Skouras to Europe; May Go to Africa

NEW YORK—Spyros P. Skouras, president of 20th Century-Fox, left by plane for Paris Monday (8), after being delayed one day by poor flying weather.

From Paris, Skouras went to Egypt and Israel and is also expected to go to Johannesburg, South Africa, and, possibly, Australia.

Before he returns to the U.S., Skouras will go to Rome to confer with Dr. Giulio Andreotti, undersecretary of the President's Council, on the production of several features in Italy with American and Italian players. Preliminary talks were held late in September with Dr. Andreotti, who promised Skouras the full support of the Italian government.

More Light

THE MILITARY saying that the winner is the man who "gets there fustest with the mostest" describes perfectly the race for leadership in theatre television equipment between RCA, Paramount, General Precision Equipment and 20th Century-Fox.

In this case, what they want the "mostest" of is light—the most powerful white light man can produce without flicker.

And there is another factor—"the leastest" of size and weight and complication in the machine through which the light must pass to the screen.

Plus color!

Color pictures require more light than black and white.

The maneuvers and counter maneuvers in this contest have been going on for nearly five years. There are not so many so-called top secrets as there were three years ago.

Spyros P. Skouras laid more of the cards on the table at the special stockholders' meeting of 20th Century-Fox October 4. He said he was convinced his Eidophor process, which reflects light off an oiled surface by means of a carbon arc, is not only successful in black and white, but also is brilliantly successful with the Columbia Broadcasting System's color wheel process. He expects to demonstrate it before the year-end in this country.

On top of this he revealed that Eidophor hopes to develop a complete electronic system for using color within 18 months. This means the system may be adapted to a color electronic tube.

Paramount is already starting manufacture of such a tube, which it claims will be cheaper than the RCA color tube.

If all these plans materialize, there should be demonstrations of color television in a number of theatres during 1952.

When this happens the problem of light will still be kicking around. Skiatron, Paramount (because it transfers the pictures to film) and Eidophor will be committed to the carbon arc developed for years and used in all 35mm projectors. RCA prefers to reflect its pictures directly from a television tube to a big scientifically ground mirror with 60,000 volts or more of electricity. The RCA system can't throw a picture that far yet.

What Skouras and Paramount have in mind is television for any size of theatre, including drive-ins, with big expensive shows produced directly for theatre screens as a supplement to film programs.

Seller-Buyer Complaints

ALL the complaints about film rentals are not from exhibitors. Some distributors, including Robert L. Lippert, head of Lippert Productions, and Steve Broidy, president of Monogram, say independent exhibitors press for sharper bargains than do the larger circuits.

Monogram apparently has solved the

problem, because its income is rising, but Lippert says he will have to sell his older films to television to stay on the profit side of the ledger, if he doesn't get higher rentals from theatres.

This may seem like a surprising variation of an old theme. There always is a scarcity of film, it seems. Before the antitrust suit it was the result of overbuying in blocks by circuits. During World War II it was due to the cutting down of the number of pictures as a result of long runs. Now it's due to a shortage of prints caused by the increased number of early runs.

In the middle of all this so-called film and print shortage a distributor says he can't find exhibitors willing to pay profitable rentals.

Confusing?

Technicolor

ONLY a few weeks after the seasonable announcements of product plans by several companies which showed that there would be an increase of approximately 50 per cent in the number of color films next year Dr. Herbert T. Kalmus, president and general manager of Technicolor Motion Picture Corp., promised a \$2,000,000 laboratory expansion.

This will permit an additional 60,000,000 feet of positive. Another increase is contemplated.

Kalmus says his company is the only company that can turn out uniform color prints, but he foresees the day when Eastman, Ansco, Trucolor and Cinecolor may perfect a simpler camera system than Technicolor now uses. That, and the shadow of monopoly charges, prompted him to offer the use of Technicolor laboratories for turning out prints for any color system that can meet industry standards. At the same time he promises price reductions whenever quantity output permits.

If color expansion continues at its present pace, it may not be long before most of the films in theatres will be in color.

Star Tours

KEEPING everybody happy during the course of a star tour is an impossible feat, and it isn't always the fault of the stars.

In the first place, lining up the names is a tremendous task. It takes mass pressure upon the part of studio management and agents to interest them. There are never enough of them. It makes no difference whether it is a USO tour of army camps or a bond-selling tour.

The necessary transportation, hotel and publicity arrangements are complicated in the extreme.

Some regions which have expected the top attractions in the business always complain.

Movietime was especially complicated because the plans called for appearances in all the key cities on one day.

Wait till ya hear
from

THE MOB

**300 day-and-date first runs
breaking in St. Louis, Detroit,
Cincinnati, Buffalo, Boston,
Indianapolis territories!**

THE MOB

THE COLDEST CREW SINCE "THE KILLERS"
IN THE HOTTEST HIT SINCE KEFAUVER!

from *Columbia!*

starring **BRODERICK CRAWFORD** with Betty Buehler • Richard Kiley • Otto Hallett • Matt Crowley

Screen Play by WILLIAM BOWERS • Based on the Collier's magazine story, "Waterfront", by Ferguson Finley • Produced by JERRY BRISLER • Directed by ROBERT PARRISH



GREGORY PECK AS CAPTAIN HORATIO HORNBLOWER INSTRUCTING ONE OF HIS OFFICERS IN HIS SEA DUTIES



PRISONERS WITH THEIR CAPTAIN, SOME OF THEM BADLY WOUNDED, FIND HIM RESOURCEFUL IN TROUBLE



HAPPIER TIMES FOR THE CAPTAIN WITH HIS SON IN HIS ARMS AFTER A LONG, HARD VOYAGE

'Captain Horatio Hornblower' (WB) Wins Sept. Blue Ribbon Award

By VELMA WEST SYKES

ADVENTURE spiced with romance as depicted in the spectacular "Captain Horatio Hornblower," a Warner Bros. picture, captured the BOXOFFICE Blue Ribbon Award for September. National Screen Council members voted it the outstanding picture currently playing that was good entertainment for family audiences. Gregory Peck takes the Captain Hornblower role in his usual forceful style and Virginia Mayo's beauty is enhanced by provocative and fantastically lovely costumes. The action, the grandiose settings and the recaptured atmosphere of rigid discipline on the old sailing vessels of the British navy, are entertaining in themselves. However, the story has added value in that it first appeared in the Saturday Evening Post and the character of Captain Hornblower has become a legend. Raoul Walsh's direction is in his best tradition, while the Technicolor adds to the battle and sea sequences.

Incidentally, this is the first Blue Ribbon Plaque for Walsh since October of 1933, the year after the Blue Ribbon Award was established. Gregory Peck now has accumulated a round half-dozen, and this is Virginia Mayo's third. For others sufficiently credited on the film to receive Plaques, this is the first except for Executive Producer Jack L. Warner who now has 25 with which to cover the walls of his office.

"Captain Horatio Hornblower" has been doing outstanding business in key cities at first run houses. The present percentage gross totals 142 per cent and it is the kind of picture that will do equally well in the neighborhoods and small town houses. Also, it profits by word-of-mouth advertising, so exhibitors who have it booked can look forward to black ink entries when it comes to their screens. Held over in most of the large cities, metropolitan advertising will have whetted the fans' appetites for it.

PICTURE HAS EPIC QUALITIES

BOXOFFICE reviewed the winning picture in its issue for June 16, with this to say about it: "The excitement and pictorial sweep of the sea battle in this adventure drama have rarely, if ever, been equaled on the screen. The picture, which has most of the epic qualities of a DeMille picture, has something to appeal to every type of moviegoer—pulsating action for the thrill fans and the youngsters, historical realism for the readers of the C. S. Forester novel

and a tender romance between the stern and handsome Gregory Peck and a beautiful highborn lady played by Virginia Mayo. The magnificent Technicolor photography enhances the fury of the blazing sea encounters."

What NSC members thought about the film was often penned on their ballots, such as the following:

"A thrilling action-packed saga of the sea enhanced by Technicolor. Young and old alike enjoy adventure stories."—Mrs. Joseph Chesser, G.F.W.C., Lakeland, Fla. . . . "An exciting portrait of a fearless British officer and an eye-filling, captivating adventure tale that everyone must see."—Dean Burnett, chairman, Indianapolis group of NSC.

"Stimulating screen fare for all members of the family. Well done throughout, with a fine performance by Gregory Peck."—A. S. Kany, Dayton Journal-Herald . . . "One of the finest sea sagas of the early 1800s. Magnificent entertainment."—Mrs. Harold W. Bain, Milwaukee County Better Films Council.

"A rousing adventure picture, superbly filmed, that makes a very entertaining evening for the whole family."—Jean Martin, Southwest high school, Kansas City.

"This excels for the whole family. The re-creation of warfare between sailing vessels is exciting and convincing, and the photography is superior."—Jane Lockhart, Rotarian Magazine, Chicago.

The Cast

Captain Hornblower.....	GREGORY PECK	2nd Lieutenant Gerard.....	TERENCE MORGAN
Lady Barbara.....	VIRGINIA MAYO	Polwheal	RICHARD HEARNE
Lieutenant Bush	ROBERT BEATTY	Longley	JAMES KENNEY
Quist	JAMES R. JUSTICE	Hebe	INGEBORG WELLS
Leighton	DENIS O'DEA	El Supremo	ALEC MANGO
Lieutenant Crystal	MOULTRIE KELSALL		

Production Staff

Executive Producer	JACK L. WARNER	Sound by	HAROLD KING
Directed by	RAOUL WALSH	Music Composed by	ROBERT FARNON
Screenplay by	IVAN GOFF, BEN ROBERTS, AENEAS MACKENZIE	Musical Director	LOUIS LEVY
From the Novel by	C. S. FORESTER	Makeup Artist	TONY SFORZINI
Adapted for Screen by	THE AUTHOR	Technicolor Consultant	JOAN BRIDGE
Director of Photography	GUY GREEN	Technical Adviser	COMMANDER I. T. CLARK, R.N.
Art Director, Costumes Designed by.....	TOM MORAHAN	Special Effects by	HARRY BARNDOLLAR, ARTHUR RHODES, GEORGE BLACKWELL, CLIFF RICHARDSON
Film Editor	JACK HARRIS	Assistant Director	RUSS SAUNDERS

© This Award is given each month by the National Screen Council on the basis of outstanding merit and suitability for family entertainment. Council membership comprises motion picture editors, radio film commentators, and representatives of better film councils, civic and educational organizations.



Para. Color TV Tubes Ready in November

NEW YORK—Paramount expects to turn out its first factory-made perfected color television tube in November. It will be produced in quantity early in 1952.

Richard Hodgson, president of Chromatic Television Laboratories, Inc., a Paramount affiliate which has started preparations for manufacturing the tube at a plant in Stamford, Conn., says receivers equipped with this tube will cost only about 15 per cent more than ordinary black and white receivers; that they will be able to show either black and white or color programs, and that sets equipped with them can be equipped to show other TV color systems.

Present black and white sets can be adapted for use of the tube, he says, and with the addition of an adapter, plus minor circuit adjustments, will receive both black and white and color transmission under present commercial color standards.

These standards were fixed not long ago by the Federal Communications commission when it approved the Columbia Broadcasting System's mechanical color device.

The tube also can receive any other "present proposed systems for color transmission," Hodgson states. The only other system that has attracted much attention in the violent color argument to date is that of RCA.

For the first time Hodgson revealed that the tube is to be made at Stamford in a plant that is now being converted for this purpose.

Hodgson's statement on the details of the new tube came within 24 hours after the start of the RCA color demonstration at the Center Theatre and within a few days of the announcement by Spyros P. Skouras, president of 20th Century-Fox, that he would import the first pilot model of the Eidophor color projector from Switzerland in a few weeks.

Paramount is now referring to the new tube as the Lawrence-Paramount tube. Sets will be available to the public about the first of the year.

Hodgson refers to the tube as a one-gun tube and says other guns can be added. This is a "distinct and basic advance in the electronic art," he declares, "because masking, in some tubes, wastes up to 80 per cent of the electrons, causing difficult brightness problems."

PCCITO Gets Fair Rentals Assurances From Majors

SAN FRANCISCO—Seven major company sales heads have denied raising rates or changing their sales policies for the Movie-time U.S.A. releases. They sent wires to H. V. (Rotus) Harvey, head of the Pacific Coast Conference of Independent Exhibitors, in response to his wired protest that high rental demands might wreck the campaign.

The replies were from A. Montague, Columbia; Robert Mochrie, RKO; W. J. Heineman, United Artists; Al Lichtman, 20th Century-Fox; Charles Feldman, Universal-International, and A. W. Schwalberg, Paramount.

Harvey first began protesting against rentals in a telegram sent to Robert J. O'Donnell August 30. Then both the northern and southern groups of California exhibitors threatened non-cooperation with Movietime.

REPORTS PAUL RAIBOURN OF PARAMOUNT:

'Film Future Is Bright, With or Without TV'

NEW YORK—The outlook for the industry, "with or without television," has improved considerably, Paul Raibourn, Paramount vice-president, told the October meeting of the New York Society of Security Analysts. It was his second appearance before the society.



Paul Raibourn

He had also addressed the Boston Society of Analysts.

Raibourn listed the factors which will aid the industry in the future as greater produc-

tion of pictures which the public will find more interesting, more color films, three-dimensional films, theatre television both in black and white and in color, and subscription television which would permit Hollywood films to be shown in the home.

Raibourn quoted estimates to show that the industry lost about one-third of its customers in the postwar period. He estimated that attendance fell from about 80,000,000 a week in 1946 to below 55,000,000 at the beginning of this year.

"As costs rose in the face of declining attendance in the last five years," he said, "industry profits were adversely affected. Now, however, indications are that costs have not risen as rapidly as business has increased this year."

"Aside from the adverse effects of unstable foreign exchange rates, the decline of the industry in the postwar period is attributable to three factors. About one-third of the total drop in attendance was due to the results of the inflationary trends which made people upset, insecure and psychologically unresponsive to the attraction of pictures. In addition, the Justice department's antitrust suit which sought separation of production and theatre facilities required a complete reorganization of selling methods."

"The third factor, which is considered no more important than the other two, was, of course, the advent of television. In the case of Paramount, some protection was afforded by the ownership of stock of Allen B. DuMont Laboratories as well as television broadcasting stations in Chicago and Los Angeles."

Raibourn said that television originally benefited from its novelty and the availability of scripts from the stage and screen as well as sports programs, but that time has proved its appeal has fallen off. He said a revival in interest can be expected as its spread to more remote areas and improved reception becomes a reality. Other stimuli would be additional stations, lower priced sets and the introduction of color.

Raibourn said a practice by the producers during the war of making fewer pictures at higher costs on a profitable basis began to hurt the industry when costs rose in the postwar years.

"It appears," he said, "that this attitude changed about a year ago when producers

Big 5 in Raibourn's Industry Forecast:

NEW YORK—Paul Raibourn, taking the overall industry picture as the basis of his predictions, listed these five major reasons for a cheerful outlook:

1. An increased production of pictures.
2. More color motion pictures.
3. Development of three-dimensional films.
4. Theatre television in both black and white and color.
5. Subscription television which will permit Hollywood films to be shown in the home.

began to make better pictures. Aside from individual personal likes and dislikes, it appears that the improvement in boxoffice receipts indicates that the industry is producing pictures which are being more favorably received by the public."

Paramount does not intend to be the largest manufacturer of color television tubes, he said in commenting on its Chromatic tube. It plans only enough production to let the public see the tube. If the public accepts it, Paramount will issue licenses to manufacturers.

Paramount has no third-dimensional picture plans, he said, but this type of entertainment has to be reckoned with in the future. He estimated the target price of Cinerama installations in a theatre at between \$50,000 and \$75,000.

Raibourn said that since television advertisers cannot afford the most expensive types of entertainment, regular home television "must give way to some extent to theatre television and subscription television." He described Telemeter in which Paramount has an interest. This features a coin box attachment to home receivers which permits broadcasters to charge for programs.

"It is evident," he said, "that subscription television will not hurt the receiver manufacturer, the broadcaster or the Hollywood producer. It is generally recognized that the libraries of motion pictures held by the industry are valuable properties. Although some pictures are now going into the television market, it is difficult to appraise what the ultimate value of these libraries will be. Favorable public reception of theatre television in the past few months has instilled more optimism in the industry than it had a year ago."

In conclusion, Raibourn said the U.S. picture companies do not fear the growth of foreign studios "as American pictures continue to be favored by all peoples." He added: "As long as the U.S. retains its leadership in the world, American pictures will continue to get favorable reception all over the world."

This is the **NEW** policy

Exhibitors Insurance Policy*

IN COLOR BY
Cinecolor

MONOGRAM ALLIED ARTISTS **Guarantee**

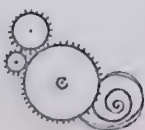
WE GUARANTEE TO DELIVER A
TOP COLOR PICTURE TO THE
EXHIBITOR EVERY MONTH

We further guarantee that the first
five productions listed in this policy
are COMPLETED, and that these
and all others will be outstanding
entertainment for your best
customer—the American family.

NEW for '52

This great COLOR schedule
is but one of the highlights
of the big NEW Monogram
and Allied Artists program
of 45 features for 1952!

REGULAR AS



....GOOD AS



....SOLID AS



of the company with the **NEW** outlook!

OCT. **THE HIGHWAYMAN**
COLOR BY *Cinecolor*

NOV. **FLIGHT TO MARS**
COLOR BY *Cinecolor*

DEC. **ALADDIN and His Lamp**
COLOR BY *Cinecolor*

JAN. **FORT OSAGE**
COLOR BY *Cinecolor*

FEB. **RODEO**
COLOR BY *Cinecolor*

MAR. **HIAWATHA**
COLOR BY *Cinecolor*

APR. **YELLOWKNIFE**
COLOR BY *Cinecolor*

MAY **WAGONS WEST**
COLOR BY *Cinecolor*


JUNE **FLAT TOP**
COLOR BY *Cinecolor*

JULY **QUEEN OF THE UNIVERSE**
COLOR BY *Cinecolor*

AUG. **WILD STALLION**
COLOR BY *Cinecolor*

SEPT. **LITTLE SHEPHERD OF KINGDOM COME**
COLOR BY *Cinecolor*

*TODAY'S BEST BOXOFFICE INSURANCE IS COLOR!

....FRESH AS A  That's Monogram-Allied Artists!

IT'S MOVIE TIME, U. S. A. I

Hollywood Report

By IVAN SPEAR

Fidelity Unit Starts First For Warner Distribution

Blueprinting its activities to a pace of one new starting subject every eight weeks and a minimum of six features to be completed within the next year, Fidelity Pictures, the independent unit headed by Howard Welsh and A. Pam Blumenthal, began camera work Monday (8) on "The San Francisco Story," first in its multiple-film project for distribution by Warners.



Fidelity is headquartered at the Motion Picture Center studios, where "The San Francisco Story," co-starring Joel McCrea and Yvonne DeCarlo, is under the direction of Robert Parrish. It will be followed by "My Fine Feathered Friend," a Technicolor musical co-starring Dennis Morgan and Jo Stafford; "Gardenia," a suspense drama by Vera Caspary; "Lela Cade," from an Esquire magazine story by George Zuckerman; "The Gentleman From Chicago," by Horace McCoy; and "The Reluctant Bride," a comedy by Frederick Stephani.

The Fidelity-Warners agreement is non-exclusive. The Welsh-Blumenthal company recently completed "Chuck-a-Luck," starring Marlene Dietrich, which will be distributed by 20th Century-Fox, and "Montana Belle," long-since finished, with Jane Russell in the title role and an RKO Radio release set.

Meantime Warners expanded its releasing schedule still further by arranging to dis-

tribute "Abbott and Costello Meet Captain Kidd," which the comedy team will produce independently, co-starring with Charles Laughton. To be lensed in Supercinacolor, it is being aimed toward a March 1952 starting date.

The opus is the second A&C starrer to be acquired by Warners, which has arranged an Easter release for "Jack and the Beanstalk," also a Supercinacolor entry. It was produced by Alex Gottlieb and directed by Jean Yarbrough.

Literary Purchases Gain With Five for the Week

Hitting a reasonably brisk pace during the period was the literary market, which saw a total of five story sales accounted for. Added to Buddy Adler's production slate at Columbia was "Trails Westward," an original sagebrusher by Kenneth Gamet, who has also completed the screenplay . . . "Lisbon," a story of intrigue in the Portuguese capital by Marty Rackin, was purchased by Paramount, where it will be produced by Irving Asher . . . Douglas Fairbanks Jr. and Alexander MacDonald, his partner in Dougfair Productions, purchased "Elephant Walk," a novel by Robert Standish, and added it to their slate for probable United Artists distribution. The opus will be produced on location in Ceylon in the spring of 1952, and will be photographed in Technicolor . . . As a starring vehicle for Fred Astaire, MGM picked up "Strategy of Love," a romantic comedy by Peter Viertel. Arthur Freed will produce the Technicolor musical from a script to be prepared by Betty Comden and Adolph Green . . . Actress Evelyn Keyes acquired "Double Exposure," a farce comedy in screenplay form

by William Copeland, with the intention of packaging it for independent production with herself in the starring role.

TV Film Production Brings Hal Roach Studio Profit

First of the major Hollywood lots to commit itself entirely to TV film production—the Hal Roach studio in Culver City—is now operating in the black.

Authority for that statement is President Hal E. Roach sr., one-time producer of theatrical comedies, now devoting full time to supervision of video activities at the studio. Making it clear that "we are not going to get rich overnight," Roach nevertheless predicted his organization will show a profit for 1951 since "business is good and getting better all the time."

The Roach studio's entry into TV was spearheaded, two years ago, by Hal Roach jr., who said the company has increased its personnel by 35 per cent this year and is planning to build two more sound stages.

Slated for filming during the next 90 days are 84 half-hour TV shows, including entries in the Abbott and Costello, Amos 'n' Andy, "Racket Squad" and "Trouble With Father" series, the latter two of which the junior Roach is producing.

The future of TV in Hollywood? Says young Roach:

"Two more years will see stage space a real problem, but the biggest change will be that most of the major stars, directors and writers will devote a part of their time to the making of television films and the two industries will enhance each other."

Al Jolson Memorial Short Being Made at Columbia

From his files of more than 4,000 short subjects, Ralph Staub, producer of Columbia's "Screen Snapshots," is assembling informal scenes of Al Jolson, photographed by Staub during the past 20 years. Intended as a memorial to the late entertainer, the briefie will open with a shot of the monument dedicated to Jolson's memory recently in Hillside Memorial Park, then flash back to interludes in the singer's early career.

Also in the shorts department, Errol Flynn's fishing and whaling expositions with his father, Dr. Thomas Flynn, are being edited by Gordon Hollingshead, head of the Warner studio short subjects unit, into two Technicolor subjects. One two-reeler, "The Voyage of the Zacca," was lensed by Flynn while in the West Indies, while "Whaling in the Pacific" was shot off the coast of Mexico.

New Scriptor Assignments At MGM and Columbia

Two of MGM's established writing teams drew new assignments when Frances Goodrich and Albert Hackett began scripting "The Lonesome Gal" and Ronald Millar and George Froeschel went to work on "Two If By Sea" . . . Columbia handed Jerry Bresler the production reins on "Pal Joey," film version of the Broadway stage success . . . Cagney Productions booked Charles Bennett to write the screenplay of "A Lion Is in the Streets," which will star James Cagney for Warner release . . . As his 25th "Bowery Boys" assignment, William Beaudine will meg Monogram's "Hold That Line" . . . "Toughest Man in Tombstone" is in the scripting stages at Republic, with John Butler at the typewriter.



GOOD FOR LIFE—First film guild to take such a step, the Screen Directors Guild has signed a group insurance contract which provides each member in good standing—megaphonists and assistants alike—with a \$1,000 life insurance policy at no cost whatever. Participants in the contract negotiations, left to right: Lee W. Hunt, Occidental Life Insurance Co.; Mabel Walker Willebrandt, SDG legal counsel; Director George Marshall; George Sidney (seated), SDG president; Joe Youngerman, guild executive secretary; J. P. MacGowan, chairman of the SDG's public relations committee.

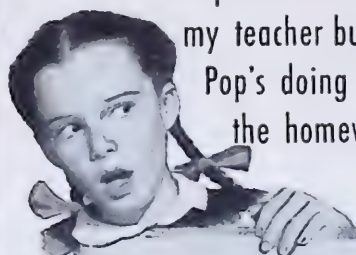
The Lady Played Games with a Gambler...

and **LOST...**
and **LOST...**
and **LOST...**



I.O.U.
7 weeks of
my life - Evie

She's s'posed to be
my teacher but
Pop's doing all
the homework!



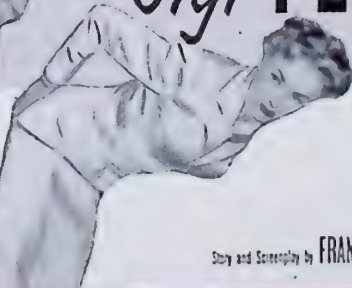
She didn't have
the money...
but she had the
cutest collateral
in town!

UNIVERSAL-INTERNATIONAL presents

Linda **DARNELL**

Stephen **MCNALLY**

Gigi **PERREAU**



"The Lady Pays Off"

with **Virginia FIELD**

Story and Screenplay by **FRANK GILL JR.** and **ALBERT J. COHEN** • Directed by **DOUGLAS SIRK** • Produced by **ALBERT J. COHEN**



U-I...THE BIGGEST THING IN BUSINESS TODAY!!



BOXOFFICE BAROMETER

This chart records the performance of current attractions in the opening week of their first runs in the 20 key cities checked. Pictures with fewer than five engagements are not listed. As new runs are reported, ratings are added and averages revised. Computation is in terms of percentage in relation to normal grosses as determined by the theatre managers. With 100 per cent as "normal," the figures show the gross rating above or below that mark.

	BALTIMORE	BOSTON	BUFFALO	CHICAGO	CINCINNATI	CLEVELAND	DALLAS	DENVER	DETROIT	INDIANAPOLIS	KANSAS CITY	LOS ANGELES	MINNEAPOLIS	NEW HAVEN	NEW YORK	OMAHA	PHILADELPHIA	PITTSBURGH	SAN FRANCISCO	SEATTLE	AVERAGE
Angels in the Outfield (MGM)	175	125	85	135		95		100	125	110	170	90		95	120	175	170	110	80	112	
Captain Horatio Hornblower (WB)	141	150	115	120	130	165	110	150	150	130	200	140	140	100	135	115	205	110	130	200	142
Casa Manana (Mono)								85	100	100	100	85		70		85			100	85	90
Cattle Drive (U-I)	96	110	85	110	85		110	125		90	85	75	95		100	105	110	50		80	94
China Corsair (Col)					80			50	90			100	90	85		100					85
Comin' Round the Mountain (U-I)	110	100	85	110	90	110	95	100	80	95	80	65	100	95	100	130		50	120	90	95
Flying Leathernecks (RKO)	130	175	105	130	130	120	135	300	100	115	150		115	103	130	145	110	100	145	150	136
Force of Arms (WB)	105			100	70	120			105	100	95	100	100	140	110		120	80	100		98
Guy Who Came Back, The (20th-Fox)	116	110	75	125		90		100	190	95	90	75	95	85	100	85	110	70	190	100	106
He Ran All the Way (UA)	108	105	80	130	100	110		100	100	85	90	100	100		105		125		190	85	107
Here Comes the Groom (Para)	136	125	115	135	135	130		150	105	140	200	140	110	120	135	145	120		160	175	132
His Kind of Woman (RKO)	114	140	105	125	110	135	125	150		115		200	115	115	125		140		110	110	125
Hurricane Island (Col)		90		100	95			100	100			110	100	100			110	70		100	98
Jim Thorpe—All American (WB)	109	115	105		90	160	95	125		140	120	100	115	100	130	120	120	100	135	125	117
Last Outpost, The (Para)	100	125	90	110	100	100	75	100	90	75	105	85	85	85	95	90	105	75	135	90	96
Let's Go Navy (Mono)		100				100		100		100		90	80	100		100			100	100	97
Little Egypt (U-I)		80		120			80		90	105		85	90	100	115	105	160			70	100
Long Dark Hall, The (UA)	89	80	80	100	90	80	100	150	90			75	80	98	105				70	100	92
Lost Continent (LP)		90	95		100							140		70		105			110	130	105
Manon (Discina)			90			150		120				150	100						125	200	134
Meet Me After the Show (20th-Fox)	134	110			110	140	100	135		150	150	100	110	100	135	125	125	100	120	150	123
Millionaire for Christy, A (20th-Fox)		115	80			110	75	85	90	90			90								92
Native Son (Classic Pictures)	105											150	105	140	110		105				119
Never Trust a Gambler (Col)	100			110	95			100	100	100	100	90	85		95	100	110				99
Peking Express (Para)	118	90	105	110	80	75			80		95	100	100	90	105	85	80	70	150		96
People Against O'Hara, The (MGM)	102	90	95	115	100	100		120	90		105		95	103	115		110			100	103
People Will Talk (20th-Fox)	119	200	95	130		120	100	125	120			140		108	170		170	90		140	131
Pickup (Col)		95	90	100	110	120		100		85		120	115	105	125		105	75	195		110
Place in the Sun, A (Para)	114		105		150	140						250			175		165		160		157
Rhubarb (Para)	113		80	110								100	100	98	150	105			110	135	110
Saturday's Hero (Col)									100	100	100				110					175	117
Secret of Convict Lake, The (20th-Fox)	98	120		110		130		125	90	95	105	85	90	85	130	105		75	170	100	107
Strictly Dishonorable (MGM)	100	100	75		100	70		130		90	100		100	100	110	95	78	80	90	90	94
Tales of Hoffmann (Lopert)		160	85	125							400	125	100		125						160
Tall Target, The (MGM)				100	90			100	100				90	100	100		100				98
That's My Boy (Para)	175	275	200	135	240	215	120	170	130	200	250	180	125	150	120	200	220	115	200	150	179
Thunder on the Hill (U-I)	97	120	95					125				75		100					175	80	108
Tomorrow Is Another Day (WB)		100			100	110	80	100						110	100		125	85			101
Try and Get Me (UA)		115	75	100		130		85	100	100		90	80		110	105	70		100	100	97
Two Gals and a Guy (UA)					100	100		100	100	100									100		100
Warpath (Para)	106	85		105	85	75		100	100			110	105	100		95	105			125	100

TOP HITS — OF — THE WEEK

Individual runs, not an average.
Pictures with less than five runs
do not appear in the chart above.

1. An American in Paris (MGM)
Cleveland355
2. A Streetcar Named Desire (WB)
Philadelphia222
3. Manon (Discina)
Seattle200

4. The River (UA)
Boston200
5. People Will Talk (20th-Fox)
Philadelphia170
6. A Place in the Sun (Para)
Cincinnati150

In the Newsreels

Movietone News, No. 60: Reds still snag Kaesong talks; GI blood appeal by Joe E. Brown; this elephant won't forget; smallest GI has problems; sports—Giants-Dodgers battle for flag, Villanova whips Army, California trims Penn, Yale holds Navy to tie, Georgia beats North Carolina.

News of the Day, No. 210: Parachuting nurses; call for blood; New York hails Italian premier; sensational baseball windup; Army routed in first game; Irish triumph in opener; Golden Bears whitewash Penn.

Paramount News, No. 13: Battle on the beetle; the height of fashion; Canada's Prime Minister Louis St. Laurent; Henry F. Grady; General Eisenhower; Joe E. Brown; football—Army bowled over by Villanova, 21 to 7; Irish take on Indiana, sweeps to triumph, 48 to 6; at Philadelphia, California's Golden Bears tangle with Penn, win 36 to 0

Universal News, No. 496: Top fashion awards; seeds for Asia; a plea for blood; Mighty Mite; football—Villanova-Army, California-Penn, Texas-Purdue.

Warner Pathe News, No. 15: Baseball's nail-biting finale; Army-Villanova; Ohio State-SMU; Washington—Canada premier meets President on seaway project; Korea—UN-Red liaison officers talk on in Kaesong; France—Danes honor Ike for his NATO service; New York—need a wardrobe?—try a scarf; Joe E. Brown appeals for blood donors.

Movietone News, No. 81: Giant's miracle wins pennant and first game against Yanks; world series first game; British quit Iran—problem to UN; New York's mayor visits Sicily birthplace; Look magazine takes a look at Movietime U.S.A.

News of the Day, No. 211: World series special; UN faces critical issue; overseas home for Eisenhower; Bradley reports on Korea; Look magazine looks at Movietime U.S.A.

Paramount News, No. 14: It's Movietime U.S.A.; baseball.

Universal News, No. 497: Giants beat Dodgers for pennant; Giant win series opener; Look looks at Movietime U.S.A.

Warner Pathe News, No. 16: Baseball's all-time thrill; now the world series; UN discusses British-Iran oil crisis; Germany—balloon messages sent by Czech Freedom train; new home in France for the Eisenhower; Look looks at Movietime U.S.A.

Movietone News, No. 82: Elizabeth flies ocean for her tour of Canada; Ridgeway agrees to resume Korean talks with Reds; Iranian premier arrives in New York; President meets Movietime stars; baseball—world series; football—Michigan State vs. Ohio State, Navy vs. Princeton, Tennessee vs. Duke, California Bears vs. Minnesota.

News of the Day, No. 212: Princess Elizabeth welcomed to Canada; marines take Korea hill by helicopter; British quit Iran; Iranian premier here; Truman lauds Movietime U.S.A.; world series highlights; Tigers sink the Navy.

Paramount News, No. 15: Report from Korea; Premier Mossadegh, Princess Elizabeth and Prince Philip; Stars Over America (Movietime U.S.A.); football highlights—Princeton and Navy; Michigan State and Ohio State.

Universal News, No. 498: Iran crisis; Movietime U.S.A.; football—Michigan State and Ohio State.

Warner Pathe News, No. 17: Elizabeth and Philip arrive in Canada; first victory by helicopter; Mossadegh arrives in U.S.; Abadan oil workers leave Iran; General Collins meets Ike in Europe; Hollywood—Movietime U.S.A. stars begin tour, visit President; football—Princeton tops Navy, Illinois beats Wisconsin.

Telenews Digest, No. 40A: Germany—flight to freedom; Texas—drouth aftermath; European conference; Haile Selassie receives Italy's ambassador; Daffy Dache designs for winter; football—Army loses opener.

Telenews Digest, No. 40B: Red A-Bomb exploded; Korea—new methods of warfare; Munich—October festival; world series.

Telenews Digest, No. 41A: Offensive in Korea; England—Tories speak out; football—Texas A&M vs. Oklahoma; New York—world series.

Re-Release 2 Rank Films

NEW YORK—Astor Pictures Corp. will re-release two features produced by J. Arthur Rank. The films, "Captain Boycott" and "The Smugglers," will be released with new advertising and accessories according to Robert M. Savini, president of Astor.

RKO RADIO PICTURES Trade Showings OF THREE PRODUCTIONS

	DRUMS IN THE DEEP SOUTH		THE WHIP HAND		CRACK DOWN (Tentative Title)	
ALBANY Fox Screening Room 1052 Broadway	Thurs. 10/18	2:00 P.M.	Thurs. 10/18	10:30 A.M.	Mon. 10/22	10:30 A.M.
ATLANTA RKO Screening Room 195 Luckie St., N.W.	—	—	Thurs. 10/18	10:30 A.M.	Mon. 10/22	10:30 A.M.
BOSTON RKO Screening Room 122-28 Arlington St.	Thurs. 10/18	10:30 A.M.	Thurs. 10/18	2:30 P.M.	Mon. 10/22	10:30 A.M.
BUFFALO Mo. Pict. Oper. Scr. Rm. 498 Pearl St.	Thurs. 10/18	2:00 P.M.	Thurs. 10/18	3:30 P.M.	Mon. 10/22	2:30 P.M.
CHARLOTTE Fox Screening Room 308 S. Church St.	—	—	Thurs. 10/18	2:00 P.M.	Mon. 10/22	2:00 P.M.
CHICAGO RKO Screening Room 1300 S. Wabash Ave.	Thurs. 10/18	2:00 P.M.	Thurs. 10/18	10:30 A.M.	Mon. 10/22	2:00 P.M.
CINCINNATI RKO Screening Room 12 East 6th St.	Thurs. 10/18	8:00 P.M.	Thurs. 10/18	9:30 P.M.	Tues. 10/23	8:00 P.M.
CLEVELAND Fox Screening Room 2219 Payne Ave.	Thurs. 10/18	2:30 P.M.	Thurs. 10/18	10:30 A.M.	Mon. 10/22	2:30 P.M.
DALLAS 20th Cent.-Fox Scr. Rm. 1803 Wood St.	—	—	Thurs. 10/18	2:30 P.M.	Mon. 10/22	2:30 P.M.
DENVER Paramount Scr. Rm. 2100 Stout St.	Thurs. 10/18	2:00 P.M.	Thurs. 10/18	3:30 P.M.	Mon. 10/22	2:00 P.M.
DES MOINES Fox Screening Room 1300 High St.	—	—	—	—	Mon. 10/22	10:30 A.M.
DES MOINES Paramount Scr. Rm. 1125 High St.	Thurs. 10/18	1:00 P.M.	Thurs. 10/18	10:30 A.M.	—	—
DETROIT Blumenthals Scr. Rm. 2310 Cass Ave.	Thurs. 10/18	10:30 A.M.	Thurs. 10/18	2:30 P.M.	Mon. 10/22	2:30 P.M.
INDIANAPOLIS Universal Scr. Rm. 517 N. Illinois St.	Thurs. 10/18	1:00 P.M.	Thurs. 10/18	2:30 P.M.	Mon. 10/22	1:00 P.M.
KANSAS CITY Paramount Scr. Rm. 1800 Wyandotte St.	Thurs. 10/18	2:30 P.M.	Thurs. 10/18	10:30 A.M.	Mon. 10/22	2:30 P.M.
LOS ANGELES RKO Screening Room 1980 S. Vermont Ave.	Thurs. 10/18	2:00 P.M.	Thurs. 10/18	10:30 A.M.	Mon. 10/22	2:00 P.M.
MEMPHIS Fox Screening Room 151 Vance Ave.	—	—	Thurs. 10/18	12:15 P.M.	Mon. 10/22	12:15 P.M.
MILWAUKEE Warner Screening Room 212 W. Wisconsin Ave.	Thurs. 10/18	2:00 P.M.	Thurs. 10/18	10:30 A.M.	Mon. 10/22	2:00 P.M.
MINNEAPOLIS Fox Screening Room 1015 Currie Ave.	Thurs. 10/18	2:00 P.M.	Thurs. 10/18	10:00 A.M.	Mon. 10/22	2:00 P.M.
NEW HAVEN Fox Screening Room 40 Whiting St.	Thurs. 10/18	2:00 P.M.	Thurs. 10/18	3:30 P.M.	Mon. 10/22	2:00 P.M.
NEW ORLEANS Fox Screening Room 200 S. Liberty St.	—	—	Thurs. 10/18	10:30 A.M.	Mon. 10/22	2:30 P.M.
NEW YORK RKO Screening Room 630 Ninth Ave.	Thurs. 10/18	10:30 A.M.	Thurs. 10/18	2:30 P.M.	Mon. 10/22	2:30 P.M.
OKLAHOMA Fox Scr. Rm. 10 North Lee St.	Thurs. 10/18	10:30 A.M.	Thurs. 10/18	2:30 P.M.	Mon. 10/22	10:30 A.M.
OMAHA Fox Screening Room 1502 Davenport St.	Thurs. 10/18	1:00 P.M.	Thurs. 10/18	10:30 A.M.	Mon. 10/22	1:00 P.M.
PHILADELPHIA RKO Screening Room 250 N. 13th St.	Thurs. 10/18	2:30 P.M.	Thurs. 10/18	10:30 A.M.	Mon. 10/22	2:30 P.M.
PITTSBURGH RKO Screening Room 1809-13 Blvd. of Allies	Thurs. 10/18	2:00 P.M.	Thurs. 10/18	3:30 P.M.	Mon. 10/22	2:30 P.M.
PORTLAND Star Screening Room 925 N.W. 19th Ave.	Thurs. 10/18	2:00 P.M.	Thurs. 10/18	10:00 A.M.	Mon. 10/22	2:00 P.M.
ST. LOUIS RKO Screening Room 3143 Olive St.	Thurs. 10/18	11:30 A.M.	Thurs. 10/18	2:30 P.M.	Tues. 10/23	2:30 P.M.
SALT LAKE CITY Fox Screening Room 216 East 1st St. South	Thurs. 10/18	1:30 P.M.	Thurs. 10/18	3:00 P.M.	Mon. 10/22	1:30 P.M.
SAN FRANCISCO RKO Screening Room 251 Hyde St.	Thurs. 10/18	2:00 P.M.	Thurs. 10/18	10:30 A.M.	Mon. 10/22	2:00 P.M.
SEATTLE Jewel Box Screening Rm. 2318 2nd Ave.	Thurs. 10/18	2:00 P.M.	Thurs. 10/18	2:00 P.M.	Mon. 10/22	2:00 P.M.
SIOUX FALLS Hollywood Theatre 212 N. Phillips Ave.	Thurs. 10/18	10:30 A.M.	Thurs. 10/18	9:00 P.M.	Mon. 10/22	10:30 A.M.
WASHINGTON Fox Screening Room 932 New Jersey Ave.	Thurs. 10/18	2:00 P.M.	Thurs. 10/18	10:30 A.M.	Mon. 10/22	10:30 A.M.

LETTERS

Respect for Theatre Managers Asked To BOXOFFICE:

Your editorial in the Showmandiser section of September 8, titled: "For the Job Ahead," which called attention to the great amount of turnover in theatre managers, was very timely indeed.

Personally, I believe that it is about time that all theatre owners, and circuit executives woke up to this condition in the motion picture exhibition business. Today, a theatre manager is about as appreciated to a theatre circuit as the importance of a doorman or usher. No other business, of late, has lost prestige or has had such personnel turnover in the junior executive branch as the theatre business. People have more, and greater respect for the manager of the local drug store than they do their local theatre manager. And the city authorities joke about the great number of managers that such and such a theatre has had in the last few years. The result being, that when the local theatre tries to get favorable attention taxwise from the city council they are ignored completely.

Theatre managers are a great number of things. They are first of all, salesmen. Second, they are public relations representatives. Finally, they act as a buffer between circuit owners and city councilmen, plus the public. A great many circuit owners do not stop to realize this fact. From a look at the exhibition industry, good theatre managers come 10 cents a dozen, according to the personnel practices of circuit owners.

The rules for a successful theatre operation simply are: (1) Maintain your theatre in good condition. If you need new carpets, get them as soon as possible. (2) Run your show on a set schedule, book under a consistent policy of two changes a week, or three changes a week. Or whatever policy is best. But, above all, be consistent in what you do with your shows. (3) Make use of your stage lighting, and projection of special color lights and effects. People like your theatre best if

you make it comfortable and a fairyland world. (4) Do not keep on crying the blues about poor business. Greet people with a smile. A show of confidence can put dollars into your boxoffice till, more than all the crying and bellyaching can.

Enough said from here. Looking ahead, we are going to have a boom year, year after year, which will make the past 50 years of motion picture theatre exhibition look pale by any comparison.

CHARLES BRUSCATO

Manager,
Liberty Theatre,
Providence, R. I.

Looks for Aid to 'Little Man' To BOXOFFICE:

A thought has just hit me. It may not be worth a "durn."

As a previous exhibitor and being forced back into the theatre business to protect the income from my investment, I recently made a trip to Kansas City.

Here is what I would like to know from other exhibitors. How many can go to an exchange and meet the branch manager and lay his problems directly to him? Or, how many are relegated to some minor official that can make promises and later you find that you have accomplished "nothing"?

I can name only two exchanges in Kansas City that the "top" will come out and go along with you in trying to solve "the little man's problem."

Naturally the small situation doesn't make the film companies much money but, let them all fold up and where would they be?

Maybe I shouldn't gripe, but I just wonder how many other small exhibitors feel like I do.

A. K. SMITH.

Southwest Theatre,
Johnson, Kas.

Tough Financial Spot For Rogers Hospital

TORONTO—Tremendous financial difficulties facing the Will Rogers Memorial hospital at Saranac Lake, N. Y., were revealed to the 400 delegates attending the midyear convention of the Variety Clubs International here last weekend (4-6).

Sam Switow, Louisville, Ky., general chairman for the Will Rogers Memorial home drive, told the delegates that the question was not whether the name Variety would continue to be linked with the hospital, but rather whether the hospital would continue to operate at all. He made a strong appeal for greater support for the hospital from the industry and asked for a big effort in connection with a financial drive at the Christmas season to aid the institution.

Delegates assured Switow that they would support the drive, but suggested that there was a greater need for publicizing the work and the position of the hospital.

International Chief Barker Marc Wolf called for immediate 100 per cent support of the hospital by all tents. Wolf, who is vice-chairman of the national exhibitor committee of the Rogers hospital fund, has named the following regional chairmen who compose the national exhibitors committee:

Jack Beresin, Pittsburgh; Jake Flax, Washington and Baltimore; William Elson, Kansas City, Des Moines, Indianapolis and Omaha; George Hoover, Miami and Tampa; Jack Rose, Chicago, Indianapolis, Milwaukee and St. Louis; Allan Moritz, Cincinnati, Dayton, Toledo, Cleveland and Columbus; Julius Schepps, Dallas, Houston and Oklahoma City; Ezra Stern, Los Angeles and Las Vegas; Pat McGee, Denver; Rufus Harvey, San Francisco, Portland, Seattle and Salt Lake City; Murray Weiss, Albany, New Haven and Boston, and Elmer Lux and Myron Gross, Buffalo.

Gilbert B. J. Frawley Dies; Former Para. Executive

NEW YORK—Funeral services were held here Sunday (7) for Gilbert B. J. Frawley, 65, former head of branch operations and accounting for Paramount and a founder of the Paramount Pep club, who died October 5 at Yonkers, N. Y., after a long illness.

Frawley retired in 1945 after 27 years with Paramount. He joined the company in a temporary capacity, coming from the Bank of Commerce, now the Guaranty Trust Co., and remained in an executive capacity. Among his other duties was responsibility for arranging all details for Paramount conventions.

RCA Dividend of 50 Cents

NEW YORK—Radio Corp. of America has declared a dividend of 50 cents a share on its common stock, payable November 26 to stockholders of record October 19. This will bring the dividend for the year to \$1 a share, according to David Sarnoff, chairman of the board, and follows the April 3 announcement of the board placing the common stock on a semiannual dividend basis. A dividend of 87½ cents a share on the first preferred stock for the October 1-December 31 period, payable Jan. 2, 1952, to stockholders of record December 17, also was declared.

WB to Tradeshow 'Starlift'

NEW YORK—Warners' "Starlift," with a cast that includes Doris Day, Ruth Roman, Janice Rule, Dick Wesson, Richard Webb, Ron Hagerthy and a number of guest stars, will be tradeshown October 31. Release has been set for December 1.

M-G-M TRADE SHOW CHANGES!

WALTER PIDGEON

IN "CALLING BULLDOG DRUMMOND"

CO-STARRING

MARGARET LEIGHTON

ROBERT BEATTY

will be held **OCT. 15th** at same places and same hours as previously advertised for "Too Young To Kiss"

Please Take Note: **NEW DATE** For Trade Showings of "TOO YOUNG TO KISS" is now **OCT. 25th** at same places and same hours as originally advertised

'MR. PIHSNAMWOHS'

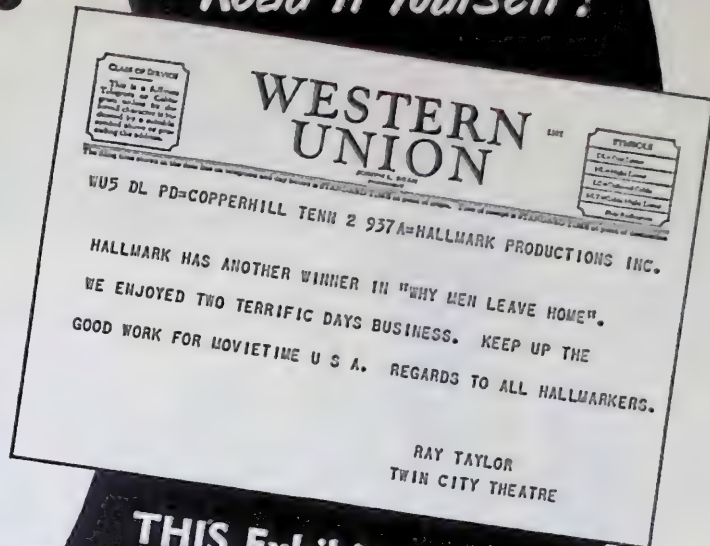


KROGER BABB

HAS DONE IT AGAIN!

Hurry! Hurry! Hurry! Routes are rapidly filling! All 1951 play-dates will soon be gobbled up by live-wire Showmen. Here's the picture to pay your taxes with. Outgrossed "Mom and Dad," "Prince of Peace" and "She Shoulda Said No"—same theatres, same playing time, in every situation opening week.

Read It Yourself!



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Already Played
"W. M. L. H."!**

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SEE WHAT MAKES THE MALE ANIMAL TICK!

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A Men Falls in Love with a Girl Who Appeals to Him Physically . . . As Well As Morally! Millions of Wives Will See Their Mistakes. This Picture Dares to Tell the Truth. Whether You're 8 or 80, You'll Say It's One of the BEST Shows You Ever Saw!

Hollywood's Fearless Young Producer
KROGER BABB Explains...

"Why Men Leave Home"



This Picture
Could Start
a Civil War
Right in
Your Own
Household!

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ON OUR STAGE
LARRY LYNCH
GRAND FRANKIE
"ARE WIVES
TOO TIRED?"*

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Any Woman Can Create SEX APPEAL Once She Understands *Ern Westmore's* Secrets of Beauty!

PLEGED TO KEEP
SHOWMANSHIP
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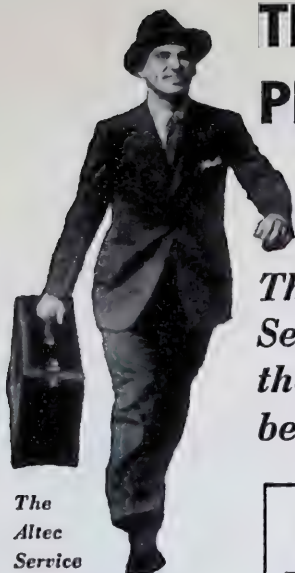
CAN YOU STAND A CROWD?

Have you seats no one has sat in for months? Are your janitors being paid to clean areas that never get mused up? Does a crowd make you nervous? Does a good, thorough advertising-publicity campaign cause "the girls" to ask your wife funny questions at her bridge club? Would a record-breaking gross be too much for you?

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PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

Theatre Construction, Openings, Sales

CONSTRUCTION:

Bloomfield, Conn.—P. W. Maher and Peter A. Leroy are to build a 744-car drive-in at 85 Blue Hills road.

Cumberland, Ky.—Sheriff A. L. P. Corder is building a drive-in on the D. L. Creech property about a mile up the Whitesburg road.

Deer Lodge, Mont.—The new Peto Barnes Theatre is now to the pouring stage in its construction.

Eldorado, Tex.—Delbert Edmiston has started work on a 400-car drive-in.

Halifax, N. S.—Franklin & Herschorn is building Nova Scotia's first regular drive-in 11 miles from here, to be opened next spring. It will accommodate 650 cars.

Mannington, W. Va.—Dr. C. P. Church is building a drive-in on U.S. 50, a mile out on the road to Wheeling. It is to be opened in early spring.

Oakville, Wash.—Frank Gwinn Jr., announced plans to build a 480-seat theatre here.

Quezon, B. C.—Paul Gauthier is building a new 600-seat theatre in the Cariboo district. It will replace his 200-seat Rex, now the town's only theatre.

OPENINGS:

Atoka, Okla.—The Glen Thompson circuit has opened another situation here, a drive-in with capacity for 200 cars, three miles south of town.

Berthierville, Que.—Maurice Goulet has opened the new Metro Theatre here.

Gallup, N. M.—An early October opening was planned for the new Yuca Drive-In, under construction by Theatre Enterprises.

Prince Albert, B. C.—William Zapanianuk recently opened his Park Theatre at Waskeslu, a summer resort north of here. It seats 200.

Trechu, Alta.—Bill Reub and Leo Knellwer have opened a new theatre here, seating 400.

Winslow, Ariz.—Opening of the Tonto Drive-In, 500-car situation, by Michael A. Parker, was set for early October.

SALES:

Charlotte, N. C.—Ben L. Strozler of Rock Hill has purchased the stock and equipment of Rock Hill Theatres, Inc., from S. S. Stevenson Jr., and S. S. Stevenson Sr.

Coronation, Alta.—David Johnstone has sold his old Star Theatre here to the Alberta Seed Growers Cooperative Ass'n and has opened his new Avalon which seats 350.

MGM to Open 'Quo Vadis' In Six More Key Cities

NEW YORK—MGM's "Quo Vadis" will have six simultaneous openings in Loew's theatres in as many cities, 12 days after the picture opens at the Astor and Capitol theatres in New York November 8, according to William F. Rodgers, vice-president and general sales manager.

Three of the houses will have continuous showings from the time of opening to close, while the other three will have a policy of continuous morning and matinee shows with reserved seats for the evening performance. Continuous shows will be at the Penn, Pittsburgh; Warfield, San Francisco, and State, Memphis, November 20 while the continuous and reserved seat policy will start the same date at the State, St. Louis; Stillman, Cleveland, and Grand, Atlanta.

Special campaigns are being set up for each city with MGM home office and field press representatives working with Loew's executives on tieups and special events to herald the openings. Lou Weiner is on a tour of the six cities for Dan S. Terrell, exploitation head, and will return to New York in three weeks, preliminary to making a second circuit of the Loew houses involved.

Waxman to Tour Country

NEW YORK—Phillip A. Waxman, producer of "The Big Night" for United Artists, will make a tour of key cities to meet the press and discuss differences between stage and screen production, according to Max E. Youngstein, vice-president of UA.

BOXOFFICE :: October 13, 1951

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Associate Editor

Boxoffice Showmandiser

SECTION

PRACTICAL IDEAS FOR SELLING SEATS BY PRACTICAL SHOWMEN

September Honor Roll Studded With Idea Producing Showmen

Larry Jensen, manager of the Capitol Theatre, Oklahoma City, won his second Citation of Honor from BOXOFFICE for an original idea he used to promote "The Return of Frank James." Those who appraised his stunt considered it outstanding from among scores of other ideas submitted by theatremen during September. Jensen was cited for the BOXOFFICE Honor Roll in May 1948 while managing the Capitol Theatre in Lincoln, Neb. His latest accomplishment is the result of a mock holdup by a mounted group of masked riders. The stunt made the local papers and stimulated wide publicity for the picture.

Tom Muchmore, manager of the Warner Theatre, Fresno, Calif., received a September Citation for public relations. Muchmore promoted a Back to School show in which the kids bought extra tickets for underprivileged youngsters of the community.

For promoting a concert program of "Show

Boat" music in the city park bandstand, a Citation was awarded to William Miller, owner-manager of the State Theatre, Elkhart, Ind. Two other Hoosier showmen were among the month's Citation winners. They are S. H. Greisman, manager of the Jefferson, Fort Wayne, for the outstanding front of the month, and Al Hendricks, manager of the Indiana, Indianapolis, who topped all entries in the lobby display classification.

A Canadian was among the honored list. He is Bob Harvey, manager of the Capitol, North Bay, Ont. Harvey excelled in the co-op ad classification by promoting a series of ads on a fur fashion show.

Drive-ins were well represented and a Citation of Honor for the most outstanding program submitted earned an award for Paul Rager, manager of the Sky-Vue, at Lancaster, Pa. Rager incorporates many unique features in his weekly program which sells the institu-

(Continued on next page)



C. R. McDonald



Tom Muchmore



S. H. Greisman



Bob Harvey



Donal Parker



William Miller



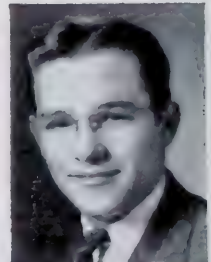
John Payne



Al Hendricks



Paul Rager



Larry Jensen

Sid Holland—Showman

This may not be the most appropriate place for an obituary, but we think Sid Holland would have liked it that way. Sid died last week and the industry lost a showman whose experience, talents and loyalty will be missed.

Sid's story is symbolic of hundreds of ambitious young men who entered the theatre field during a golden era of prosperity and expansion. He was one of the best. He won many showmanship contests.

Like so many other managers, Sid had aspirations and ambition. He left his niche of security in Elkhart, Ind., and set out for greener pastures. The talent, the skill and the leadership which he showed to such good advantage in the small Hoosier community stayed with him to the end, but the recognition which

was his due never reached the high flame of intensity that found him in Elkhart.

We had the pleasure of knowing and working with Sid just before he became ill, about 15 years ago. If Sid ever felt any disappointment because the bright light of fame never caught up with him again, one would never know it from the eagerness and enthusiasm he displayed on every job. All his energies, initiative and resourcefulness were aimed at one objective—winning more friends and new patrons for Sid Holland and the theatre he worked for.

...

Just so a good job doesn't go without notice, the man who handled press relations at the recent TOA convention deserves a pat on the back. At conventions, it is unusual to find a smoothly operating press relations committee. Here, the trade press found they were anticipated on requests for copies of speeches, statements, etc. The man at the helm was Will Yolen. Well done, Will.

—Chester Friedman

Sideshow Carnival Pitch Thumps Drums for 'Egypt'

Syracuse theatre patrons like their ballyhoo on the sensational side. Capitalizing on this idiosyncrasy, Charles Graziano, manager of the Paramount, rigged a carnival-type sideshow in behalf of "Little Egypt" which drew terrific crowds to the front of the theatre.

Four girls who had participated in a Betty Grable legs contest at the Paramount a few weeks earlier were rounded up and persuaded to take part in the ballyhoo. U-I agreed to pay for the rental of costumes.

The four girls were dressed in flimsy Egyptian-style costumes to represent harem dancers, and Graziano personally played the barker, making a spiel in true pitchman style about "the dancing girls inside," referring to the picture, of course.

To make sure the curious wouldn't miss a trick, a platform four feet high and 12 feet long was erected along the sidewalk curbing. The front was decorated with 24-sheet cut-outs of Rhonda Fleming and a speaker was hung from the marquee, with the house amplifier building up the volume. The ballyhoo had traffic tied up.

Three thousand special heralds plugging the picture playdates were distributed to



visitors at the New York state fair and spot announcements were promoted over station WNDR. Numerous downtown window tieups publicized the attraction.

Graziano had excellent cooperation from the foreign language newspapers and the daily press, and obtained newspaper co-op ads from a neighborhood beauty parlor.

Bathing Suit Beauties And Ducks Exploit 'Mister Drake's'

The appearance of Douglas Fairbanks Jr. and a duck costume party heralded the world premiere of "Mister Drake's Duck," held simultaneously at the Grove and Ridge theatres, Oak Ridge, Tenn. The promotion was handled by L. W. Bevel, general manager for Oak Ridge Theatres, and Lige Brien, special events director for United Artists.

A stage show was presented in which bathing beauties paraded with ducks decked out in original costumes. Fifty dollars in prizes were awarded for the most novel outfits. Professional acts rounded out the stage presentation.

In a lobby stunt prizes were offered to persons guessing how many eggs would be laid by a certain covey of ducks in a specified period of time.

For street ballyhoo, a bathing beauty led a duck on a leash and displayed a sign reading, "This is 'Mister Drake's Duck.'" Special displays and a flash theatre front contributed in promoting the dual premiere.

Oak Ridge was selected as the premiere location because of a perfect tie-in with the story which concerns a duck that laid an atomic egg.

Cosmetic Co-Op Ad Promotes 'Pretty'

Jack Erickson, assistant manager of the Fox, Corning, N. Y., obtained excellent cooperation from a local drug store in behalf of "Rich, Young and Pretty." The store ran a newspaper ad, cost-free to the theatre, with a cut of Jane Powell and copy reading, "Feel RICH . . . look YOUNG . . . and be PRETTY with Elizabeth Arden cosmetics . . . See 'Rich, Young and Pretty' at the Fox, etc., etc." It also used an attractive window display of cosmetics, with copy slanted along similar lines.

Erickson made a tieup with the local radio station to have their man-with-the-mike interview women on the street in front of the drug store every day for a week, posing the question: "Would you rather be Rich, Young or Pretty?" Innumerable plugs for the theatre playdates resulted. Two theatre passes in addition to a bottle of perfume, contributed by the drug store, were awarded daily for the most interesting replies.

Has Clever Ballyhoo

When General MacArthur visited Cleveland recently, his arrival coincided with the holdover engagement of "That's My Boy" at Manager Arnold Gates' Stillman Theatre. Gates immediately dispatched an usher to patrol the crowded downtown area with a sign reading, "Welcome, General MacArthur! 'That's My Boy.' See it now, etc."

September List Studded With Idea-Producers

(Continued from preceding page)

tional services of the theatre as well as coming attractions.

For exceptional creativeness in designing his own newspaper ads, a Citation was awarded to John Payne, manager of the Joy in Dawson, Ga. In the ballyhoo category, C. R. McDonald, manager of the Tower Theatre, Springfield, Mo., submitted the most outstanding promotion, a tieup which helped to sell "Francis Goes to the Races" to thousands who attended the county fair.

Donal Parker, manager of the Joy Theatre, Dardanelle, Ark., a comparative newcomer to the business, earned a Citation for general tieup, his all-around promotions including a bathing beauty contest which had some novel local angles.

Oldtime Gridders Rally Wins 'Thorpe' Publicity

To garner additional publicity on the sports pages of the daily papers for "Jim Thorpe—All American," Elmer Redelle, manager of the Victoria Theatre, Dayton, Ohio, arranged a reunion dinner for the Dayton Triangles, local football team which played against Thorpe 30 years ago. Sports editors and other distinguished guests reminisced about Thorpe's athletic prowess.

Kids See Free Show

As a public service gesture and to create goodwill, Bill Howard, manager of the Plaza Theatre, Windsor, Conn., recently played host to 600 grammar school children at a special stage and screen show. The stunt was promoted with the local police department and tied in with a safety program.

Fashion Show Exploits 'Wholesale' in Ontario

For "I Can Get It for You Wholesale," John Ward, manager of the Seneca Theatre, Niagara Falls, Ont., promoted a fashion show on the theatre stage. Billed as the Corridor fashion show, the promotion was jointly sponsored by the Carilon shop, jewelry; Olive Henry, hats; Boswell Bros., handbags, and the Falcon shoe store. Dresses and gowns were supplied by the Corridor fashion shop.

According to Ward, the presentation had a real professional touch and was so well received by the theatre audience and the merchants, it was decided to repeat the event later in the season.

Ward was assisted in lining up the tieup by Trueman Walters.

Fred Godwin, manager of the Wellston Theatre, Warner Robins, Ga., promoted a two-page co-op spread on "I Can Get It for You Wholesale." The double truck featured special values of cooperating merchants under a banner headline reading, "We can't get it for you wholesale, but we can get it for you at the lowest possible sale prices." The theatre was represented on the page by a large display ad cut and prominent theatre playdates.

Lanza Records Promote 'Great Caruso' in London

W. J. Beadell, assistant manager of the Ritz Cinema, Clapton, London, England, promoted the use of a record player for the lobby and allowed patrons to entertain themselves with records of Lanza tunes from the film production, "The Great Caruso." The music shop which loaned the equipment to the theatre also displayed a full window of records and accessories plugging the Ritz attraction.

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Teaser Film Trailers, Ads Herald 'Earth' Well in Advance

Joseph Boyle, manager of the Poli Theatre in Norwich, Conn., launched his campaign for "The Day the Earth Stood Still" three weeks prior to opening. He used a full campaign of teaser ads in the daily newspaper and inserted teaser trailers in current newsreels in their proper sequence.

One thousand scare-head tabloids were distributed on the streets by ushers wearing special masks. A sound-effects record was played over an amplifying system piped to the top of the theatre marquee, and 200 novelty masks with full theatre imprint were given to children.

An attractive lobby display aroused advance interest and was moved into the window of a local department store for current exploitation. A street stencil was used at all important intersections, and 100 die-cut counter cards were distributed to stores.

Posters were placed on the bulletin boards of service clubs, veteran organizations and the YMCA. The director of civilian defense made announcements at his regular monthly meeting and distributed tabloids to the members. An additional number of tabloids were inserted in Sunday newspapers through the Vyrne news agency. A classified ad hidden-name tieup was effected with the Norwich Bulletin and Record.

Teachers and class officers of the Norwich Free academy attended the opening night performance as guests of the management.

Children Shows Slated For Second Year in Row

For the second successive year, Elmer DeWitt, manager of the Strand in Defiance, Ohio, has promoted a 20-week series of special children's shows under the sponsorship of local merchants. Each week, one of the co-operating merchants pays for the rental of a feature from the Children's Film Library, plus a full-page newspaper ad in the Defiance Crescent-News, and contributes towards additional newspaper advertising to promote the show. In return, the merchant is advertised on the theatre screen.

Weekly advertising calls attention to the fact that the Children's Film Library programs are endorsed and recommended by Defiance civic leaders including the mayor, the superintendent of public and county schools, the Chamber of Commerce, etc.

Publicist Goes to Bat For 'Angels in Outfield'

Danny Newman, publicist for the Oriental in Chicago, hit the columns of all Chicago papers and received a plug on numerous radio broadcasts for "Angels in the Outfield." Newman dressed in baseball uniform and carried a large bat. Thus equipped, he visited every motion picture and sports reviewer in the city, beating the drum for his picture.

Two-Theatre Team Clips 'The Earth' For Interest-Shocker Trailer



Left, an old fire truck makes a fine street ballyhoo, and right, girl dressed as Betty Grable passes out attraction cards.

The first seven minutes of a coming attraction proved an interest-shocker at the day-and-date Uptown and Granada theatres, Fox Midwest circuit first runs in the two Kansas Citys (Missouri and Kansas) recently. Patron reaction was termed "tremendous" and 20th Century-Fox promotion officials are reported considering using the idea nationally for the film, "The Day the Earth Stood Still."

Nick J. Sunday, manager of the Uptown, and Charles "Chuck" Barnes, Granada, who have teamed their showmanship labors in preparation for Fox Midwest's forthcoming better business drive, grabbed the idea from Harold Hume, circuit booker, following a preview. They cut out all screen credits, leaving only the opening 20th Century-Fox signature frames, then used the film to the point where the narrator says, "Just a moment, folks, something is about to happen," and the landing of the spaceship and the disembarkation of the supermen. At that point these words were added, "You have just seen the first seven minutes of 'The Day the Earth Stood Still' coming to this theatre, etc.," and the trailer ended.

Barnes and Sunday also had a navy PT-19, decorated with a huge neon circle bearing the words, "The Day the Earth Stood Still," fly over Kansas City every night from 6:30 to 10 p. m. for two days before and two days during the playdate. They ran a shutterbug contest for the best photographs of the airplane, and they had a whistle on the plane to draw attention to it. In addition, a special four-page newspaper herald was distributed.

For "Meet Me After the Show" they arranged for a girl dressed in a costume like the one worn by Betty Grable to appear on Main street downtown and distributed cards plug-

ging the current feature and "The Day the Earth Stood Still," which was staged as "coming soon." The girl in the costume attracted crowds of shoppers and handed out more than 10,000 cards. On Sunday, a 45-minute vaudeville bill from exclusive Eddy's restaurant appeared on the theatre stage to boost the restaurant and the feature in return for plugs during the week at the restaurant in its newspaper ads. The restaurant ads urged patrons to "Meet Me After the Show" at Eddy's.

The following week, Sunday and Barnes hired a 1928 fire truck and its driver, bannered and flagged it, installed a loud-ringing bell and had it drive through the streets of both Kansas Citys for "Mr. Belvedere Rings the Bell." More than 200 paper bells were hung in the theatre lobbies and 1,000 "Belvedere" beanies were given out to kids.

The theatre had booked "Comin' Round the Mountain" to follow "Mr. Belvedere," so again the two managers rounded up an old Pierce Arrow automobile, bannered it and installed two hillbillies, two chickens, a girl representing Dorothy Shay, two corn whisky jugs and two shotguns in the back seat of the car. This toured both cities.

Radio station KCKN and the Jenkins Music Co. aided by plugging Dorothy Shay records.

All of these stunts were in addition to the intensive use of counter stands, tabloid heralds 1-, 3-, 6- and 24-sheets, face masks, caps and balloons for kiddies and other regulation ballyhoo material.

Sunday was the winner of the Fox Midwest Showman of the Drive award in this year's National Theatres Charles P. Skouras Showmanship drive, and Barnes is one of the most successful showmen in the circuit.

Show Stars Movietime

Harry Creasey, manager of the Rubidoux Drive-In at Riverside, Calif., is using his marquee attraction sign to combine a plug for Movietime U.S.A. with the starting time of his evening show. Copy reads: "Open Daily 5:30—Movietime 6:45." Similar copy is used in newspaper advertising and in the theatre house program.

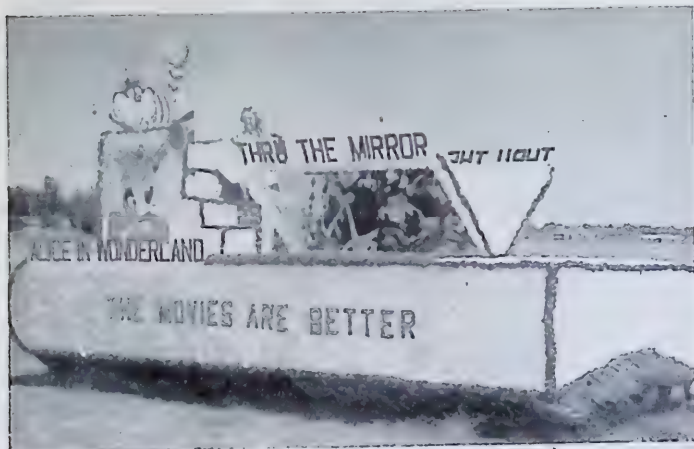
Back-to-School Show

Donald Lappin, manager of the Broadway Theatre, Denver, Colo., tied up with the Sears, Roebuck & Co. store to sponsor a free Back to School show for the small fry. Youngsters were invited to drop into the store and register in a book at the Roy Rogers corral. Every child doing so received a free ticket to the Broadway in the mail.

DRIVE-IN ENTRANCE & EXIT LIGHTS
40 inch, double-face or single, arrows right or left.
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Movietime Momentum Moves Into High

Below, first prize in Lawton, Okla., Birthday Jubilee Parade, was awarded to this "Alice in Wonderland" float entered by J. Turner, manager of the local Dome Theatre. The picture received excellent publicity when the Lawton Constitution published photo of float on front page with full theatre credits. "Alice" was photo contest winner and won year's theatre pass and copy of genuine "Alice" dress.

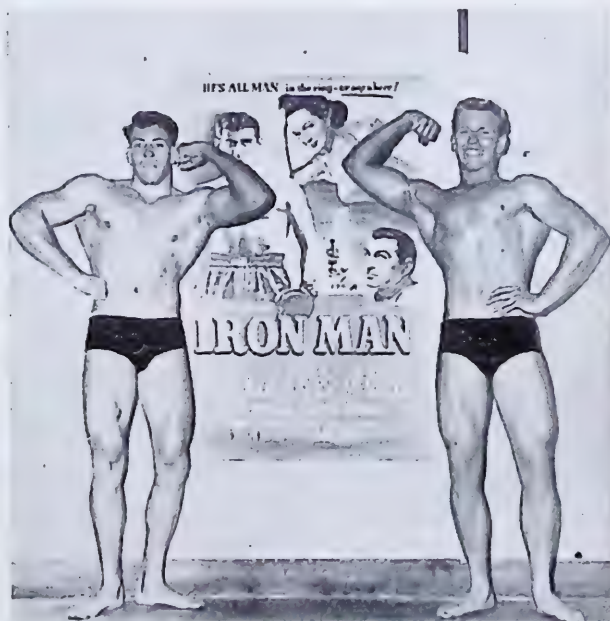


Leo Charlton, manager of the Oxford, Halifax, N. S., used the east lawn of the theatre for this attractive "Francis" display. Animation of center figure was real traffic-stopper.



Left, Harold Lyon, Paramount manager in Kansas City, decorated side walls of theatre with effective lettering to sell "Here Comes the Groom." Da-glo paint was used and letters went to marquee currently.

Above, with attendant press publicity, 50 balloons are released with passes for the opening-day showing of "The Day the Earth Stood Still" at the Poli Theatre, Hartford, Conn. Lou Cohen is manager of the Poli.



Muscle men of Salinas, Calif., competed for "The Iron Man" title on the stage of the Vogue Theatre. Stunt was an advance buildup for the picture, devised by Manager Russ Hoss.

SHOWMANDISER INDEX:

Jan. 1
to
Sept. 29 '51

FEATURE AND SHORT SUBJECT DIRECTORY

ABBOTT AND COSTELLO MEET INVISIBLE MAN 102	140, 144, 148, 152, 154, 157, 162, 174, 175, 177, 195, 199, 201, 218	LORNA DOONE 145, 157, 169	SAMSON AND DELILAH 54, 62, 93, 140
ACE IN THE HOLE (See "The Big Carnival")	50 YEARS BEFORE YOUR EYES 60, 133	LOST CONTINENT 195	SANDS OF TWO JIMA 22, 77, 168
ADVENTURES OF SUPERMAN (serial) 194	FIGHTING COAST GUARD 143	LOUIS-SAVOLD FIGHT (TV) 147	SANTA FE 113, 134, 170, 182
AIR CADET 71, 89, 115, 121, 125, 139, 153, 176	FIGHTING SULLIVANS 42, 57, 95, 124	LOUISIANA 22	SAVAGE HORDE 106
ALICE IN WONDERLAND 187, 194, 197, 205, 213, 215, 216	FIRE'S THE ENEMY 161	LULLABY OF BROADWAY 82, 94, 96, 101, 123, 138, 154, 168	SCARF 127
ALL ABOUT EVE 21, 37, 70	FLESH AND BLOOD 182, 198	MA AND PA KETTLE BACK ON THE FARM 83, 99, 101, 182, 190	SEALED CARGO 157
ALL QUIET ON WESTERN FRONT 44	FLIGHT PLAN FOR FREEDOM (MOT) 107	MacARTHUR STORY (short) 104	SECOND WOMAN 118
ALONG THE GREAT DIVIDE 145	FLYING LEATHERNECKS 204, 218, 224	MACBETH 117, 143	SEPTEMBER AFFAIR 54, 57, 62, 105, 155, 169
AMERICAN GUERRILLA IN PHILIPPINES 211	FLYING MISSILE 10, 13, 91, 169	MAD WEDNESDAY 11, 61	SHE SHOULD SAID NO 157
A PLACE IN THE SUN 220	FOLLOW THE SUN 121, 131	MAGIC FACE 211	SHOW BOAT 152, 177
AN AMERICAN IN PARIS 219	132, 136, 140, 152, 154, 173, 183, 201	MAGNIFICENT YANKEE 3, 9, 44, 69, 71, 78, 83, 90, 99	SOLDIERS THREE 103, 134, 163
ANGELS IN THE OUTFIELD 202	FORCE OF ARMS 215	MAN FROM PLANET X 151, 166, 190, 191	SOUND OF FURY 75
ANNIE GET YOUR GUN 21, 28, 41	FOR HEAVEN'S SAKE 2, 20	MAN WHO CHEATED HIMSELF 99	SO YOUNG, SO BAD 35
APACHE DRUMS 148, 222	FOUR DAYS LEAVE 95	MANIACS ON WHEELS 215	SQUARE DANCE JUBILEE 11
APPOINTMENT WITH DANGER 125A, 146, 170, 181, 182, 218	FOUR IN A JEEP 161	MANON 82	STARS IN MY CROWN 3, 4, 45
AS YOUNG AS YOU FEEL 171, 179, 193	14 HOURS 170, 204, 224	MASK OF THE AVENGER 178	STATE SECRET 3
AT WAR WITH THE ARMY 27, 31, 38, 48, 55, 57	FRANKENSTEIN (series) 25, 93	MATING SEASON 60, 103, 109, 115, 118, 153, 157, 168	STEEL HELMET 31, 39
77, 82, 87, 90, 94, 99, 102, 125A, 202	FROGMEN 149, 172, 200, 201, 204, 215	MEET ME AFTER THE SHOW 209, 221	55, 55, 70, 74, 103, 125A, 152, 211, 224
A WOMAN WITH NO NAME 69, 76	FULLER BRUSH GIRL 27, 28, 149	MILKMAN 5, 6, 8, 9, 11	STELLA 8
BEAVER VALLEY (short) 39, 46, 153	GAMBLING HOUSE 102, 144	12, 20, 24, 25, 27, 37, 64, 62, 63, 66	STORM WARNING 25, 43, 63, 133
BEDTIME FOR BONZO 55, 64, 81, 92, 93, 102, 127, 149, 163	GANGSTER 123, 133, 153, 191	67, 69, 71, 81, 112, 133, 182, 202, 220	STRICTLY DISHONORABLE 216
BEHAVE YOURSELF 219	GO FOR BROKE 125A, 128, 139, 146	MISSING MILLIONS 4, 5, 11, 45, 75	SUGARFOOT 118
BEST OF THE BADMEN 157, 176, 186	148, 152, 159, 167, 168, 200, 202, 205	MISSING WOMEN 103	SUICIDE ATTACK 169
BIG CARNIVAL THE 144, 172, 214	GOOD TIME GIRL 213, 223	MISTER DRAKE'S DUCK 211	SUMMER STOCK 8
BIG FIX 84	GOODBYE MY FANCY 132, 134, 142, 149	MISTER 880 6, 8, 33	SUNSET BOULEVARD 6, 8, 153
BIG SHOOT (short) 214	GREAT CARUSO 119, 134, 136	MR. BELVEDERE RINGS THE BELL 209	SUN SETS AT DAWN 29, 43
BIRD OF PARADISE 75	138, 139, 140, 143, 144, 148, 151, 152	MR. IMPERIUM 141, 150	
76, 84, 89, 109, 111, 121, 123, 175, 200	163, 164, 175, 181, 182, 185, 196, 200	MR. MUSIC 6, 16, 18, 55, 60, 71	
BITTER RICE 5, 46, 55, 86, 94, 115	GREAT MANHUNT 31	MR. UNIVERSE 45	
BLACKMAIL 179	GREAT MISSOURI RAID 115	MRS. O'MALLEY AND MR. MALONE 21, 76, 77, 91	
BLUE LAMP 32	GREATEST SHOW ON EARTH 92	MUDLARK 15, 37, 44, 69, 169	
BORN YESTERDAY 32, 34, 45, 55, 62, 64, 66, 70	GROOM WORE SPURS 61, 150	MY BLUE HEAVEN 5, 100	
71, 81, 84, 88, 91, 99, 114, 128, 182, 198	GROUNDWORKS FOR MARRIAGE 100	MY FORBIDDEN PAST 123, 128, 143	
BRANDED 25, 45, 145	GUNFIGHTER 38	MYSTERY SUBMARINE 199	
BRAVE BULLS 91A, 114, 145, 146	HALF ANGEL 179	NEVER A DULL MOMENT 37, 65, 140	
BREAKING POINT 110	HALLS OF MONTEZUMA 10, 36, 39, 39	NEW MEXICO 128, 154, 178	
BREAKTHROUGH 1, 4	43, 48, 50, 52, 60, 63, 67, 76, 77, 86	NEXT VOICE YOU HEAR 2, 4, 20	
8, 10, 15, 27, 33, 42, 54, 71, 82, 91	105, 118	26, 48, 56, 58, 67, 96, 159, 190, 205	
BROWNING VERSION 187, 210	HAPPY YEARS 105	OF MEN AND MUSIC 123, 152, 171	
BULLFIGHTER AND THE LADY 179	HARVEY 18, 21, 26, 28, 33, 34, 42, 43, 45	ONE WILD OAT 214	
CAGE OF GOLD 210	58, 61, 69, 72, 77, 86, 87, 94, 110, 112	ON MOONLIGHT BAY 192, 195, 199, 201, 213, 220	
CAGED 6, 34	HE RAN ALL THE WAY 144, 177, 179, 195, 201, 213, 217	ON THE RIVIERA 146	
CALL ME MISTER 102, 118	HIGH LONESOME 18	150, 152, 154, 161, 182, 205, 213, 218	
CAPTAIN HORATIO HORNBLOWER 189, 197, 222	HIGHLY DANGEROUS 163	ONLY THE VALIANT 110, 162	
CASSINO TO KOREA 30, 122	HIGHWAY 301 4, 5, 51, 62	OPERATION PACIFIC 24, 31	
CAUSE FOR ALARM 52	HIS KIND OF WOMAN 218	36, 39, 44, 48, 51, 67, 80, 103, 106	
CHEAPER BY THE DOZEN 8	HOUSE OF MERCY (short) 31	OUTRAGE 30, 33	
CITY LIGHTS 15	HOUSE ON TELEGRAPH HILL 150	OVERLAND WITH KIT CARSON (serial) 44, 92	
CLOUDED YELLOW 103	I CAN GET IT FOR YOU WHOLE- SALE 145, 204, 218	PAGAN LOVE SONG 15, 16	
COMIN' ROUND THE MOUNTAIN 196, 209	I WAS AN AMERICAN SPY 199	29, 37, 38, 48, 54, 56, 91, 93, 102, 144	
COPPER CANYON 15, 25	I WAS A COMMUNIST FOR THE F.B.I. 123, 139, 139, 142, 163, 218	PANCHO VILLA RETURNS 96	
COUNTRY COP (short) 105	I'D CLIMB THE HIGHEST MOUNTAIN 51, 58, 67, 69, 72, 76, 84, 94, 112	PASSAGE WEST 163, 218	
COUNTRY FAIR 175	IF YOU FEEL LIKE SINGING 37, 71	PAYMENT ON DEMAND 105, 110	
CRUISE SHIP (short) 111	ILLEGALS 162	PEOPLE WILL TALK 222	
CRY DANGER 128	IN A LONELY PLACE 20	PERILS OF DARKEST JUNGLE 220	
CYRANO DE BERGERAC 74, 90, 167	INSIDE STRAIGHT 82, 93, 105, 109	PETTY GIRL 3, 26, 30, 60, 75	
172, 177, 178, 179, 190, 191, 201, 210	INSIDE WALLS OF FOLSOM PRISON 161, 162	PICKUP 214	
31, 58, 75, 122	JACKPOT 3, 16, 20, 51, 69, 77, 83, 91, 93	PREHISTORIC WOMEN 24, 30, 39, 42, 61, 106, 157, 181	
DAVID AND BATHSHEBA 168	JDM THORPE-ALL AMERICAN 223	PRINCE OF PEACE 60, 148	
DAVEY CROCKETT, INDIAN SCOUT 46	JUNGLE HEADHUNTERS 166, 212	PRINCE WHO WAS A THIEF 200	
DEAR BRAT 144	KIM 17, 20, 30, 36, 40, 41, 44, 50	PROWLER 167	
DESTINATION MOON 18, 24, 46, 77, 99	52, 56, 57, 76, 78, 90, 92, 94, 115, 121	PYGMY ISLAND 174	
DEVIL'S DOORWAY 33, 43	KIND LADY 176	QUEEN FOR A DAY 125A, 137, 164, 215	
DILLINGER (reissue) 94, 123	KING SOLOMON'S MINES 2, 3, 6, 16, 21	QUO VADIS 224	
133, 153, 191	22, 30, 33, 34, 44, 52, 66, 104, 172, 185	RATON PASS 83	
DISC JOCKEY 223	KISS TOMORROW GOODBYE 122, 124	RAWHIDE 85, 91, 174	
DISNEY REISSUES 148, 150	KON-TIKI 131, 139, 165, 199	RED SHOES 43, 139	
DOUBLE CROSSBONES 172, 187, 216	KOREA PATROL 46, 52	RESCUE MISSION (short) 82	
EMERGENCY WEDDING 4	LAST HOLIDAY 84	RETURN OF FRANK JAMES 217	
ENFORCER 25, 62, 83	LAST OF THE BUCCANEERS 6, 75	RICH, YOUNG AND PRETTY 195, 199, 200, 211, 221, 222	
ETERNAL MELODY 68	LAST OUTPOST 212	RIGHT CROSS 166	
EVERYBODY'S DANCIN' 36	LAW AND THE LADY 216	RIGOLETTO 64	
EXCUSE MY DUST 156, 163, 170, 175	LEMON DROP KID 18	RIO GRANDE 18	
176, 179, 187, 190, 191, 207	81, 114, 117, 134, 175, 181, 186	ROBINSON-TURPIN FIGHT (TV) 185, 220	
FABIOLA 136, 137, 145, 148	LET'S DANCE 9, 27, 50, 61, 92	ROYAL WEDDING 67, 80, 90, 92, 93, 109, 133, 143	
161, 169, 181, 187, 218	LITTLE BIG HORN 224	SALERNO BEACHHEAD 42, 57, 96, 124	
FAT MAN 142, 151	LITTLE EGYPT 220, 222		
FATHER OF THE BRIDE 3, 28			
FATHER'S LITTLE DIVIDEND 95, 96			
110, 111, 118, 128, 130, 133, 137, 139			

GENERAL EXPLOITATION IDEAS

ACADEMY AWARDS 115	ART FILMS 75	54, 94, 109, 115, 121, 125, 151, 167	Beat 167, 197, 217, 220
AIR CONDITIONING 177	ART DISPLAY TIPS 206, 207	Ambulance 132, 167	Brides 189
AIRPLANES 54, 56, 94, 109, 115, 121, 125, 151	BABY DERBY 8, 111, 137, 144, 172, 201	Amphibious Duck 176, 215	Bullfighter 114, 148
ANNIVERSARY 2, 19, 76, 128, 145, 168, 190, 200, 220	BACK-TO-SCHOOL SHOWS 175, 193, 211, 215, 220, 224	Antique Cars 159, 170, 175, 176, 179, 191, 207	Calliope 113
ANTIQUE CARS EXHIBIT 155, 170, 175, 176, 179, 191	BAGS IMPRINTED 109, 131	Army Tank 15, 57, 154, 158	Captive Balloon 183
APRIL FOOL'S DAY 82	BALLOONS 105, 113	Band Concert 36	Cave Man 157
ART EXHIBIT 32	BALLYHOOS 105, 113	Baseball Player 12	Chariot 136
	Airplane 105, 113	Bathing Beauties 123, 154, 169, 182	Clown 8
		Bloodhounds 77	Comic 187
			(Continued on next page)

Cowboy	135, 186, 210, 217	Quartet	185	Decals	130	Trucks	37, 42, 45, 89, 110, 121, 123, 189
Elephants	145	Radio	1, 2, 4, 42, 55, 77, 86, 111, 115, 128, 134, 139, 177, 193, 196	Goodwill	9, 15, 20, 22, 73, 105, 118, 125, 154, 190, 211	SIGNWORK TIPS	206, 207
Fleets	15	Raffles	25, 75, 128, 135, 141	School	110, 145	16mm TRAILERS	66, 67
Frogmen	201, 204	Recipe	88	Toy Collections	9, 10	SLEEPLESS MARATHON	33
Gis	94, 99, 100, 124, 142, 158	Resemblance	143, 179	JUKE BOX	16, 55, 81, 109	SNEAK PREVIEW	51, 55, 72, 112, 122, 142
Gypsy	121	School Essay	60	KID CLUBS	11, 63, 91, 131, 155, 170, 173, 190	SNOWBIRDS	27, 43
Harem Girls	166, 200, 222	Scrambled Name	115	KID SHOWS		SPORTS SHOW	99
Hawaiians	89	Square Dance	172	Christmas Party	2, 4, 6, 9, 20	SPORTS TELECAST	147
Headless Man	212	Star Quiz	172	Coat Hanger Malinee	95, 141	SQUARE DANCE	18, 115
Hobo	118	Swimming	90	Cowboy Clubs	4, 63, 91, 124, 163, 189	STAGE ATTRACTIONS	
Horseman	118, 176	Tango	178	Donald Duck	123	Bathing Beauties	135, 150, 164, 188, 215, 224
Horse and Buggy	105	Word Building	118	Merchant Sponsored	2, 4, 9, 21, 36, 41, 48, 58, 63, 76, 87, 146, 188, 194	Beautiful Legs Contest	209
Indian	54, 56, 65, 69, 127, 175, 178, 222	COOKING SCHOOL	82, 89, 105, 158, 214	PTA Sponsored	13, 14, 21, 44	Dance School	3, 218
Jeep	31, 117, 124, 151	CO-OP ADS	3, 4, 5, 8, 9, 12, 21, 25, 30, 39, 42, 44, 48, 52, 63, 71, 77, 81, 82, 83, 88, 92, 94, 95, 96, 98, 100, 105, 109, 111, 114, 118, 128, 139, 152, 163, 171, 175, 176, 178, 194, 202, 204	Quiz	122	Handicapped Amateurs	46, 165, 176
Jigsaw Puzzle	140	COSTUMED STAFF	31, 100, 118, 166	Talent	179	Hillbilly Jamboree	105, 224
Lion Cuba	137	COUNTRY STORE NIGHT	59, 185	Underprivileged	22, 95, 115, 169	Induction Ceremonies	31, 36, 39, 49, 52, 103, 106, 224
Models	69, 222	DECALS	130	Other		Mule Wedding	184
Monkeys	81	DINNERWARE PREVIEW	55	KODACHROME TIME	1	Queen for a Day	164, 166, 198, 216
Mule	192, 221	DIRECT MAIL	3, 6, 21, 37, 39, 51, 59, 71, 84, 88, 90, 99, 115, 119, 142, 150, 178	LAMPOST CARDS	42, 97, 121	Stylo Show	21, 55, 61, 68, 89, 117, 150, 153, 221
Native Warriors	22, 166	DIRECTIONAL ARROWS	96	LAUGH DAY	23	Talent Show	33, 60, 66, 77, 80, 84, 91, 124, 129, 131, 161, 177, 178, 195, 205, 222
New Car 21, 30, 42, 57, 71, 105, 112, 180		DISK JOCKEY SHOWS	47, 107	LINCOLN'S BIRTHDAY	43, 47	Vaudoville	100, 115, 189
News Trucks	4, 17, 56, 89, 103, 110, 121, 123, 165, 169, 189	DISPLAY ADS		LOBBY DISPLAYS		Weddings	67, 143, 167
Pirates	6, 75, 187	Air Conditioning	139	Animal	93, 104, 117, 137, 151, 181	STAGE WEDDING	67, 143, 167
Policeman	105, 123	Classified	31, 91, 124	Animated	5, 21, 27, 45, 52, 55, 75, 81, 93, 96, 122, 127, 140, 149, 160, 164, 174, 215	STAR APPEARANCE	6, 17, 24, 29, 39, 92, 117, 128, 144, 151, 187, 207
Pony Cart	161	Co-op	3, 4, 21, 30, 42, 77, 78, 83, 88, 110, 124, 163, 176, 202	Dimensional	89	STAR INTERVIEWS	69, 100, 178
Prisoner	8, 94, 123	Directory	25, 103	Exhibits	2, 15, 18, 25, 39, 42, 46, 56, 61, 76, 77, 80, 82, 84, 96, 103, 110, 112, 137, 143, 149, 169, 173, 178, 198	STAR PHOTOS	45, 119, 124
Rabbits	18, 42, 94	Holiday	25, 103	Horror	97, 118, 135, 151	STAR QUIZ CONTEST	32
Racing Cars	8, 36, 57	Institutional	4, 58, 87, 142, 165, 216	Seasonal	71, 128	STENCILS	33, 96, 121, 137, 151, 214
Raft	55	Tecser	23, 60, 61, 139	Shadow Box	16, 86, 202	STILL BOARDS	52, 83, 198, 214
Sailors	124, 222	Other	26, 70, 78, 83, 90, 91, 94, 96, 118, 179	Other	8, 20, 25, 40, 54, 68, 101, 122, 160, 171, 173, 175, 214	STREAMERS	94, 110
Santa Claus	23, 213	DOORNOB HANGERS	149	LOBBY IDEAS	8, 20, 25, 40, 54, 68, 101, 122, 160, 171, 173, 175, 214	STREET EXHIBITS	74, 117
Sound Truck	36, 54	DRIVE-INS	9, 10, 62, 86, 88, 104, 105, 106, 114, 117, 118, 134, 144, 146, 154, 158, 166, 168, 170, 173, 185, 190, 197, 215, 220	LUCKY WHEEL	122, 177	STUDENT TICKETS	21, 55, 61, 75, 78, 86, 89, 111, 150, 163
Space Suit Man	33, 77, 99, 151, 166, 191	EASTER IDEAS	21, 63, 82, 87, 102, 106	MAGIC MIRROR	160	ST. PATRICK'S DAY	103
Square Dance	18	ENDORSEMENTS	22, 110, 112, 142, 157	MAILING LIST	131, 190	SWEETHEART NIGHT	153
Street Photographer	19, 46, 74, 78, 82, 148	FAMILY NIGHT	131, 146	MANAGERS WEEK	220	TALENT SHOWS	33, 60, 66, 77, 80, 84, 91, 124, 129, 150, 161, 177, 178
Strong Man	105	FAN CLUBS	91, 178	MARCH OF DIMES	38	TEENAGE SERIES	91A, 92, 98, 104, 108, 116, 120, 126
Submarine	105	FASHION SHOW	21, 55, 61, 75, 78, 86, 89, 111, 117, 150, 218, 221	MARQUEE DISPLAYS	6, 16, 27, 72, 92, 95, 115, 125A, 137, 151, 152, 174, 192, 194	TELEPHONE STUNTS	58, 80, 110, 123, 128, 148, 169, 177
Trucks	67, 71, 80, 223	FATHER'S DAY	133, 138, 156	MENU CARDS	42, 61, 69, 100	TELEVISION	10, 29, 38, 45, 65, 94, 115, 217, 219
24-Shoot Trucks	40, 180, 193	FAT BOY NIGHT	157	MILITARY CO-OP	1, 4, 10, 13, 22, 25, 33, 35, 52, 55, 60, 66, 71, 77, 82, 89, 97, 105, 139, 158, 167, 191, 200, 210, 223	THEATRE RENTAL	137
Walking Book	17, 35, 58	FENCING EXHIBITION	110	MILK BOTTLE COLLARS	12, 54, 63, 86, 112, 164	TIEUPS	Airlines, 56, 72, 78, 98, 100
Others	88, 91, 155, 180	FIGHT FILMS	220	MOTHER'S DAY	72, 134, 140	Art Museum	32
BARREL OF LAUGHS	20, 77, 90	FLAG DAY	166	MOVIE MONTH	57	Books	50, 100, 165, 191, 201
BASEBALL IDEAS	12	FOREIGN FILMS	24	MOVIE WEEK	129	Boy Scouts	45, 61
BATTLE OF COWBOYS	43, 50, 65	FRIDAY THE 13th	118	MOVIE TIME U.S.A.	209	Bull Ring	91A
BEAUTY CLINIC	193	FRONTS	5, 10, 11, 16, 18, 35, 37, 43, 54, 56, 62, 80, 86, 93, 102, 105, 125A, 135, 152, 161, 162, 168, 174, 190, 212, 215, 221	NAPKINS IMPRINTED	78, 157	Chamber of Commerce	32
BEAUTY CONTEST	95, 112, 123, 126, 150, 152, 188	GIVEAWAYS		NATIONAL BABY WEEK	128, 133	Churches	25, 50, 88, 96, 117
BENEFIT SHOWS	20, 32, 41, 56, 61, 75, 81, 95, 113, 125A, 138, 165, 172	Apples	131	NATIONAL TIEUPS	92, 95, 111, 146	Civil Defense	81, 94
BILLBOARDS	8, 20, 48	Bicycle	6, 87, 117, 124, 173, 211	NEWSBOYS	8, 74	County Fair	221, 224
BIRTHDAY CLUBS	51, 54, 60, 103, 113, 167, 191, 210, 223	Birthingstone	131	NEWSPAPER INSERTS	25	Dairy	6, 9, 12, 24, 36, 37, 63, 66, 67, 69, 71, 96, 133
BLIND DATE	73, 91, 181, 190	Candy	6, 43, 66, 86	NEWSPAPER OVERIMPRINT	83, 84	Dance School	3, 58, 78, 109, 111
BLOOD BANK	31, 42, 43, 46, 51, 96, 125A, 204	Car	188, 216	NEWSREELS	5, 27, 57, 58, 60	Disk Jockey	20, 55, 61, 72, 92, 94, 95, 101, 111, 141, 169, 177, 193, 223
BLOTTERS	74	Christmas	9, 87	NEW YEAR'S EVE	10, 12	Fire Department	161, 163
BLUE RIBBON AWARD	185	Comic Books	103, 118, 124	PACKAGE STUFFERS	78, 113	Golf Clubs	136, 173
BOOKMARKS	40, 50, 56, 69, 78, 81, 88, 91, 123, 146, 163, 165	Corsages	69, 223	PALM READER	40	Jeweler	30, 113
BOXOFFICE HONOR ROLL 7, 35, 53, 79, 107, 129, 136, 159, 179, 183, 195, 203		Dance Lessons	78, 111	PARADES	1, 4, 39, 52, 55, 77, 89, 117, 118, 121, 133, 175, 180, 186, 218	Library	27, 50, 74, 89, 39
BOY SCOUTS	45, 61	Dinnerware	55	PEEP BOX	8, 21, 137	Marriage Bureau	4
BREAKFAST SHOW	192	Fishing Gear	87	PET SHOW	201	Merchant	51, 55
BROTHERHOOD WEEK	17, 41, 44, 59, 74, 81	Food Baskets	37	PHOTO CASH NIGHT	97	Military	86, 89, 97, 105, 139
BUMPER STRIPS	50, 117, 123, 213	Hot Rod	40	PREMIERES	29, 61, 71, 75, 91, 91A, 105, 113, 128, 132, 144, 165, 169, 219	Milk Fund	154
CALENDAR PROGRAM	89, 104, 168, 185	Jewelry	51, 56, 83, 195	PRESENTATION IDEAS	76, 121, 138	Music	75
CAMERA CLUBS	1	Merchandise	50, 125A, 133, 134	PREVIEW	88	100, 101, 119, 123, 127, 181, 187, 196	
CANCER FUND	134, 139, 161	Orchids	27, 42, 149	PROCLAMATION	20, 38, 57, 61, 94, 143, 214	National Guard	82, 117, 121, 168
CANNED GOODS MATINEE	10, 22	Photos	221	PROGRAMS	51, 89, 103, 106, 131, 157, 168, 185, 204	Navy	80, 97, 121
CAPTIVE AUDIENCE	177	Records	94, 137	QUIZ SHOWS		News Agency	2, 55, 56, 74, 89, 97, 110, 121, 123, 165, 169, 187, 189
CHOW LINE	82	Star Photos	45, 119, 124	Drive-In	217	News Carriers	2, 33, 74, 163
CHRISTMAS		Television Set	37, 78	Radio	11, 32, 38, 72, 91, 168, 178	Newspaper	31, 112, 139, 154, 172, 182, 186, 194
Boosters	6, 9, 12, 87	Toys	11, 69	Stage	11, 99, 122	Playground	173
Free Shows	2, 4, 9, 19, 22	Vacation	111	RADIO IDEAS	11, 18, 91, 95, 131, 141, 150, 166, 173, 177, 178, 190	Police	105
Parties	6, 20	GRADUATION	179	RAFFLES QUEST	25, 75, 128, 135, 141	Radio	1, 18, 44, 72, 97, 117, 121, 190, 199, 224
COMMUNITY CHEST	16	HANDWRITING ANALYSIS	54	RED CROSS	31, 42, 43, 46, 51, 96, 125A, 176, 200	Red Cross	25, 75, 96, 176
COMMUNITY RELATIONS	79	HERALDS		ROY ROGERS CLUBS	4, 63	Safety	5, 24, 32, 83, 105, 136, 177
CONCESSION BOOSTERS	22, 110, 176	Blotters	74	RUBBER STAMP	4, 25, 31, 104, 139, 169	School	6, 27, 60, 69, 90, 110, 119, 121, 127
CONTESTS		Bookmarks	40, 50, 56, 69, 78, 81, 88, 91, 123, 146, 163, 165	SAFETY IDEAS	5, 12, 32, 83, 105, 117, 122, 136, 177	Transportation	74
Anagrams	177	Candy	75, 105, 167, 220	SCAVENGER HUNT	59, 61	Veterans	2, 113, 121, 142
Beauties	95, 106, 112, 123, 125A, 136, 150, 152, 164, 188	Co-op	3, 6, 42, 52, 71, 91, 95, 101, 115, 118, 122, 143, 163, 164, 168, 185	SCREENINGS	12	TINY TOT REVUE	158, 192
Beautiful Legs	209	Counterfeit Money	6, 8, 195	SEWING SCHOOL	89	TRAILERS	
Charleston	59	Dio-Cut	43, 94	SHOP-AND-SHOW DAYS	152	Away from theatre	106, 203
Child Photo	91, 158, 195, 200	Lucky Number	198	SHORTS PROMOTION	24, 39, 94, 99, 111, 117, 128, 138, 178	Cross Plug	30
Classified Ad	59, 187, 199	Maze	9	SHOWBOAT PARTIES	157	Holiday	10
Coloring	30, 40, 65, 87, 89, 99, 113, 117, 134, 187, 205	Novelty	3, 4, 5, 30, 43, 71, 91, 92, 102, 123, 173, 187, 210, 223	SIGNS		Live	3, 121, 138
Costume	11, 92	Prescription	5, 166	Bicycle Rack	48	Tearor	3
Diamond	33, 54	Summons	11, 76, 153	Bumper	50, 117, 123	TREASURE HUNT	10, 109, 113
Diving	202	Tabloid	30, 100, 129	Ico Cakes	134, 137, 162	UTILITY MANUAL	160
Doughnut Dunking	31	Other	148	Marquee	16, 27, 96, 151	VALENTINE'S DAY	38, 42, 50, 72
Essay	61	HOLY WEEK	125, 127	Outdoors	95, 60, 66, 103, 113, 168, 180	VANDALISM	125, 127
Glider	169	HOME COMING (servicemen)	125, 127	Sidewalk	171	WALKING BOOK	17, 33, 50
Guessing	62, 80, 81, 95, 114, 117, 157, 176	HORROR SHOWS	3, 10, 19, 25, 97, 118, 123, 133, 135, 151	Stickers	164	WASHINGTON'S BIRTHDAY	43, 48, 65
Identity	122	HYPNOTIST	57	Store Window	83	WINDOW CARDS	11, 30, 44, 52, 89, 100, 113, 169
Jackpot	51, 56	ICE BOX SIGNS	134, 137, 162	Street Car	110	WINDOW DISPLAYS	17, 29, 38, 62, 91, 99, 100, 102, 106, 109, 113, 121, 131, 135, 151, 161, 167, 172, 174, 180, 187, 198, 200, 218, 222
Jingle	23	INDUCTION CEREMONIES	31, 36, 39, 48	Taxi	86, 103	WINDOW DISPLAYS (animated)	23, 37, 54, 57, 58, 67, 93, 97, 102, 139, 175, 182
Letter Writing	2, 57, 76, 130, 156, 178, 214	INSTITUTIONAL	4, 59, 114			YOUTH WEEK	121
Limerick	175, 223	Boys Club	69				
Maze	77	Church	88, 197				
Milking	220	Circulars	84, 91				
Milk Queen	71	Civic Clubs	87, 90, 121, 125A				
Miss America	192						
Mother-in-Law	103						
Mystery Tune	74						
Newsboy	24, 75, 78, 89, 102, 115, 128, 153, 172, 175, 176, 202						
Newspaper	52, 128, 153, 188						
Photographer							

Paul Martin Praises Variety Club Work

TORONTO—An address by Paul Martin, federal minister of national health and welfare, Ottawa, highlighted the banquet at the midwinter convention of Variety International Clubs Friday (5) in the great concert hall of the Royal York hotel here.

Speaking on "Canada's Program for Crippled Children," Martin raised considerable enthusiasm among the audience, which included representatives from 38 tents as well as high Variety officials, with his lavish praise of Variety and its successful efforts for underprivileged and handicapped children in different countries.

\$2,000,000 SPENT IN YEAR

Martin made special reference to the Toronto tent Variety Village for handicapped boys, which the delegates had visited earlier in the day, and to other "enduring monuments to the humanitarian aims of Variety," such as the Will Rogers hospital, Saranac Lake, N. Y.; Children's Cancer Research foundation, Boston; Variety Children's hospital, Miami, and the Model Boys club, Los Angeles.

During the last year, the speaker pointed out, Variety International has spent more than \$2,000,000 for assistance to deserving children. Martin emphasized that the Variety Village in Toronto fitted in with the overall picture of care for crippled children which formed one of Canada's major health problems.

With regard to Variety Village, the speaker declared: "There could be no more rewarding objective than to sponsor projects like Variety Village, which is such an eloquent expression of the humanitarian interest of the Toronto Variety Club."

After pointing out that no child in Canada should be denied needed aid, Martin concluded: "The way to the future is being opened for many children through the generous efforts of Variety International. Each tent is a haven of rest and hope for the crippled child. 'The show must go on' is a tradition of the theatre as old as show business itself. Let this be your resolve: that Variety will never strike its tents."

TO MEET ROYAL PARTY

Three Variety officials were to return here Friday (12) to meet the Duke of Edinburgh on his visit here with Princess Elizabeth. Those returning to Toronto were expected to be Marc Wolf, international chief barker, Indianapolis; J. J. Fitzgibbons, first chief barker of the Toronto tent and a member of the international foreign committee, and John J. Chisholm, present chief barker here. The visiting royal couple had been scheduled to meet Variety officials previously, but were unable to because of their delayed tour. Phillip is an honorary member of the London, England, Variety Tent.

Enters Innocent Plea

MONTREAL—Charged with theft of \$800 from the Corona Theatre during the last two months, while he was managing the theatre, C. Auguste Leclerc pleaded not guilty before Judge Gerald Almond October 5 and was ordered for preliminary inquiry. Leclerc was released on \$950 bail.

B. C. Projectionists Take Strike Vote Against FPC

VANCOUVER—A strike vote is being taken among 71 projectionists of AFL 348 employed in Famous Players theatres in Vancouver and other parts of British Columbia. The boothmen applied for the strike ballot from the British Columbia labor relations board after they had rejected a conciliation board recommendation for a 28-cent hourly wage boost. They are seeking a hike of 50 cents an hour on wages that range up to \$2.15 an hour.

Results of the strike vote should be known October 15. The conciliation board has also recommended a 28-cent boost for 53 projectionists seeking the 50-cent raise in British Columbia Odeon theatres. Circuit officials made no comment.

Board of Conciliation To Be Asked in Canada

TORONTO—A proposal for a regional conciliation board has been revived by Ben Freedman of Toronto, president of Allied Exhibitors of Ontario. On the suggestion of the national committee of the Motion Picture Exhibitors Ass'n of Ontario, Freedman is expected to ask the group for joint discussions on the question with a view to laying a plan before the Motion Picture Distributors Ass'n of Canada.

Theatre for Farm Town

VANCOUVER—Roy Bayrak has started construction of a 350-seat theatre at Sundre, Alta., at a cost of approximately \$20,000. It will be the first motion picture house in the farming community and will run 35mm films.

MONTREAL

The first week of November will bring the premiere of the new Cinema Lachute in the town of that name. Owned in partnership by Bill Trow, president of Montreal Poster Exchange and of Quebec Cinema Booking; his brother Tom, owner of the Imperial, Three Rivers, and the Marchand Bros., owners of the Vic, Brownsburg, the new theatre is ultramodern and seats 600. It cost \$135,000. It has a lobby measuring 80x30 feet, with colored flagstone floor and a refreshment bar named the Stars Terrace, because it displays enlarged photographs of film celebrities which decorate its walls . . . Bill Trow has returned from St. John, N. B., where he visited the Maritime Poster Exchange, in which he is a partner with Maurice Elman.

The United Amusement art department, headed by Lorne Etienne, artist, has made blowup photographs to decorate the marquees of company theatres on the occasion of the visit of Princess Elizabeth and the Duke of Edinburgh . . . James Baird, head of James Baird, Ltd., film delivery outfit, has returned to his desk after an illness . . . Frank Fisher, Toronto, general manager of J. Arthur Rank, Ltd., spent a few days in Montreal on business . . . Many Filmrow executives attended the funeral of Jules Duhamel, manager of the Rex and brother of Maurice Duhamel, general manager of Hollywood circuit theatres. Jules was 46 years old and had been in ill health for a long time. He worked until the day of his death.

Alaskan Theatres Experiencing Boom

VANCOUVER—Theatre men returning from Alaska report that the northern zone is in the midst of a boom, mainly due to heavy military spending. The cities of Anchorage, Fairbanks, Juneau and Ketchikan in the territory have all increased their populations 200 per cent in the past year.

Theatres in these towns are all playing to capacity business, with admissions ranging from \$1 to \$1.25. New theatres are planned in most spots if and when materials and steel are obtainable. The troops, with their own theatres, are not in themselves an important factor in civilian theatre grosses, but they bring an influx of friends and relatives who contribute to the general prosperity.

Discuss Brotherhood Week

TORONTO—Brotherhood week plans were discussed at a directors meeting of the Canadian Council of Christians and Jews October 11, attended by representatives of the film industry. The principal speaker was Dwight R. G. Palmer, New York, chairman of the labor-management commission, National Conference of Christians and Jews. E. P. Taylor, Canadian industrial leader, was chairman.

Adopt Buck-a-Night Policy

TORONTO—The Windsor Drive-In, operated independently at Windsor, is another open-air theatre in Ontario to adopt the \$1-a-load policy, all occupants of a car being admitted on Monday nights.

Guy Cadieux, salesman for Arrow Films, has been in the eastern townships on business . . . Jules Morin of J. Arthur Rank visited Three Rivers . . . Doreen Impey, biller at Warner Bros., won high single 179 at the Filmrow Bowling league club in which Columbia is leading . . . The film exchange closed on the Canadian Thanksgiving holiday, Monday (8), which also was the day of the arrival in Canada of Princess Elizabeth and the Duke of Edinburgh.

Denise Poirier, secretary to Bill Trow, spent the Thanksgiving holiday in the Laurentians . . . At Cine-Enterprises, Mrs. Marie Habib, stenographer, is on her annual holiday. She visited Ottawa, then accompanied her husband on a hunting trip to Lake Louise . . . John Dydzak, Palace, Val d'Or, and Georges Champagne, Shawinigan Falls, the Champagne circuit, visited Filmrow.

A new theatre, the Charlemagne, owned by Paul Donati, Charlemagne, opened recently . . . Henri Belhumeur of Rouyn will open a new theatre at Lorainville and will start to operate it about December 3. It is a new modernistic building, seating 450, and will show French-language films only. Belhumeur operates a furniture store in Rouyn . . . Eriston Films, Montreal, who filmed the Alouette football games, was commissioned by Clarence Campbell, president of the National Hockey league, to film the league's All-Star game at Toronto October 9.

MARITIMES

The Capitol at St. John's was apparently the only maritimes theatre to exploit its filming along the Newfoundland coast in advertising "Sealed Cargo." They played up the coastal shots in the picture which were recognizable to people familiar with the big fishing island. It promoted patronage for the RKO picture at the Capitol, which, incidentally, replaced the old Capitol Theatre and is widely advertised as "Newfoundland's Friendly Theatre."

Capt. Sam Herman, manager of the Capitol at Lunenburg, has held that position since the theatre was opened 22 years ago by F. G. Spencer of St. John. He is now 87 years old and is credited with being the oldest active theatre manager in Canada and possibly in America. Since 1940, Cap'n Herman's boss has been F. Gordon Spencer, son of F. G., and general manager of the Spencer circuit, and who took over the Capitol in that year.



Capt. Sam Herman who took over the Capitol in that year.

Filming of closeups has started in Hollywood on "The World in His Arms," Gregory Peck-Ann Blyth starrer for which background footage was filmed at Lunenburg, N. C. Raoul Walsh is now directing the dramatic scenes after his assistant, Dick Moder, did the location shooting in the Maritimes. A. L. Warmoll, an auditor, looked after the Lunenburg operations . . . Participating in production of a film on the mining of iron ore at Wabana, Nfld., are Maxwell Glenn and Dick Richards of New York City and Fred Hopkinson and J. A. Swackhammer of Toronto.

The Maritime premiere of "The Prince of Peace," Babb & Jossey production, was held at the Capitol in Halifax with regular adult prices prevailing. For children the night price was 25 cents . . . An admission price of 50 cents was charged for a cooking clinic held three consecutive mornings at the same theatre. The program started at 9 a. m. . . Educational films on the fisheries were screened at the Lunenburg Fisheries fair. A theatre seating 300 was used with air conditioning provided. The dominion and provincial governments cooperated in providing the films and necessary equipment.

Hal Gaudet has suspended operations at the Summerside, P. E. I., racetrack until next spring. During previous seasons, Gaudet, operator of the Capitol Theatre and a pioneer in motion picture exhibition in the maritimes, was a partner in the race promotion but this season he was the operator . . . Redden & Corkum, operators of the Keneric Theatre

at Chester, N. S., are again catering almost entirely to resident Chesterites. This is a seashore, summer resort town.

Peter Herschorn, manager of the Vogue at Halifax, is an exceptionally busy man these days. He is not only managing the Vogue and supervising the Family at Halifax and the Dundas and Mayfair across Halifax harbor in Dartmouth, but also directing operations at a drive-in now under construction 11 miles out of Halifax . . . No amusement device can be operated in connection with an indoor or outdoor theatre in New Brunswick before a license is taken out for such operation.

Milk by the glass is a favored drink at the refreshment stand of Ashley Burnett at the Valley Drive-In, Springhill, N. B., and the lacteal fluid is from Burnett's own dairy herd, right on the property. He has one of the biggest cattle herds in the section. Burnett is keeping his outdoor situation open until the first snow flies.

Regulations covering erection and operation of drive-ins in New Brunswick province state no building, fence, etc., can be within 50 feet of the center of any public highway. It also says all entrances and exits at a drive-in must be at least 30 feet wide. Both of these regulations were added to the list recently.

First Saint John Drive-In Planned for Next Summer

ST. JOHN—Plans have been made for an outdoor theatre in Grand Bay and next summer should see the first drive-in in this vicinity in operation. The overdose of fog which prevails in the Bay of Fundy has been the chief deterrent to establishment of a drive-in along either the Nova Scotia or New Brunswick arm of the Atlantic.

There have been many rumors that theatres would be opened along the bay shore at locations in or near St. John, St. Andrews, St. George or St. Martins—on the New Brunswick side, and Yarmouth, Digby or Parrsboro—on the Nova Scotian shore, but nothing tangible has developed. The promoters all abandoned plans because of the volume of fog that comes with the abnormal rise and ebb of the tides in Fundy.

Near St. John, drive-in sites have been near Silver Falls on the Loch Lochmond road, Nauwigewauk on the Moncton road, Spruce lake on the St. Stephen road and Grand Bay on the St. John River road.

Renovate Toronto Studio

TORONTO—The Ontario Capital has practically a new theatre in the opening of the Studio with a foreign-language policy. The theatre, at College street and Manning avenue, has been operated for many years as the King. It has undergone a complete transformation and is now under the direction of Lester Bros.

'The Steeper Cliff' Purchased

"The Steeper Cliff," a story of post-war Germany by David Davidson, has been purchased and added to Roger Rosenberg's slate for 20th-Fox release.

Weather Stimulates Vancouver Grosses

VANCOUVER—The first run pace was brisk last week as a result of cooler weather bringing patrons into the downtown district at night. Vancouver's lengthy torrid spell is over and the past week's menu was rain every day. Theatre business picked up sharply with the end of daylight saving.

Capitol—Rich, Young and Pretty (MGM) . . . Good
Cinema—On the Riviera (20th-Fox); My Forbidden
Passion (RKO), 4th d. t. wk. . . Good
Dominion—That's My Boy (Para); Santa Fe (Col),
2nd d. t. wk. . . Average
Hastings—Roaring City (LP), plus stage show . . . Good
Orpheum—Rhubarb (Para) . . . Good
Paradise—Down to the Sea in Ships (20th-Fox);
Deep Waters (20th-Fox) . . . Fair
Plaza—Night Without Stars (JARO); The Hood-
lum (UA) . . . Good
State—Smart Girls Don't Talk (WB), plus
stage show . . . Fair
Strand—Fort Worth (WB) . . . Good
Studio—Bitter Rice (IFD), 5th wk. . . Good
Vogue—The Browning Version (JARO), 3rd wk. Good

Two Gross 120 Per Cent To Lead in Toronto

TORONTO—Patronage at ace theatres had its ups and down for the week. Some attractions were held to meet Canada's Thanksgiving day. "David and Bathsheba" rounded out its engagement at the Victoria by a fifth week. "No Highway in the Sky" had a nice second week at the Hyland.

Biltmore—Commandos Strike at Dawn (Col); 48
Hours (AFE), reissues . . . 95
Fairlawn—Meet Me After the Show (20th-Fox),
2nd d. t. wk.; Tampico (20th-Fox), reissue . . . 95
Hyland—No Highway in the Sky (20th-Fox) 2nd
wk. . . 105
Imperial—Rhubarb (Para), 2nd wk. . . 95
Loew's—Rich, Young and Pretty (MGM) 2nd wk. 100
Odeon—Hotel Sahara (UA) . . . 120
Shea's and Edlington—Painting the Clouds With
Sunshine (WB), 2nd wk. . . 90
Tivoli and Capitol—On Moonlight Bay (WB), 2nd
d. t. wk.; Along the Great Divide (WB) . . . 105
University and Nottown—People Will Talk (20th-
Fox) . . . 120
Uptown—The Lady Pays Off (U-I) . . . 90
Victoria—David and Bathsheba (20th-Fox), 5th wk. 80

Odeon Gives Up Location In Theatre Transaction

ST. JOHN—Part of the purchase terms under which A. I. Garson recently bought the Strand Theatre from the Spencer chain was the elimination of a theatre building project by Odeon at a nearby site. The location is to be used now for an automotive base.

Sunday midnight shows have become a permanent feature at the Strand. The policy at the centrally located house has succeeded that of the Spencer regime, which was to hold aloof from midnight screenings. The Strand was originally the Unique Theatre and functioned under the Spencer banner about 35 years until its acquisition by Garson recently.

Buggy Goes to Drive-In

TORONTO—The recently opened Lake Simcoe Drive-In at Port Bolster became a trot-in theatre when a farmer and his wife drove through the entrance in a horse and buggy. When the vehicle took its place in the enclosure, the attendant hung the speaker over the dashboard.

Offer Jewish Holiday Show

TORONTO—For the Jewish holiday season, the LaSalle presented an all-Jewish film program consisting of "Mamele" and "Jkeis Khaf."

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VANCOUVER

Leo Foll, the son of Donn Foll of the Studio Theatre, has left for Chicago to continue his musical studies. The 15-year-old boy is a topnotch violinist . . . Lou Segal, Monogram Pictures special sales representative for B. C., resigned and no replacement has been made to date. Segal will announce his new connection shortly . . . Ray Wheatley, Empire-Universal auditor, is here from Toronto checking the local offices of E-U and Sovereign Films . . . Anne Coroliuc is a new member of JARO on Filmrow, replacing Audrey Prowse, who left to make her home in Toronto . . . Lillian Harrison has resigned at RKO.

Fred Stone, Sovereign manager, is away on Vancouver Island visiting the narrow gauge situations . . . Tom Bailey of the Cinema is on a vacation in California . . . Jack Senior, UA shipper, is now doing the revising and advertising jobs at the exchange as well as the shipping, the company reducing its backshop by one employee.

The Orpheum Theatre has started its new season with the Eaton's Department store juvenile Good Deed club, which they hold before the regular Saturday morning show starting at 9 a. m. Program consists of cartoons and kiddy stage shows . . . The Rex Theatre in the east end is running Sunday shows for the Chinese. Program there consists of Chinese pictures on both 16mm and 35mm . . . Lloyd Muir, manager of the Ridge Theatre, resigned and will join a local advertising firm. He was replaced by Walter MacFarlane, brother of the owner of the Ridge.

A film record of all stages of construction of Vancouver's new \$11,000,000 Granville street bridge will be filmed by Lew Parry Productions of Vancouver. The film was authorized by the city council at an estimated cost of \$10,000 when completed. It will be available for showings before clubs and civic organizations.

Parnell & Sons Continue Partnership in Red Deer

VANCOUVER—Parnell & Sons will continue with Famous Players, who operate the two houses in Red Deer, Alta., the Capitol and the Crescent, following the purchase by Parnell from the Beatty brothers which was reported in BOXOFFICE last week. The Beattys had operated the two theatres for the past 20 years. Red Deer is between Edmonton and Calgary and has a population of 4,000.

The Capitol is a 460-seat house and the Crescent a 480-seater. Parnell & Sons is in four other towns.

Spur Concession Sales

ST. JOHN—Maritime exhibitors are giving more attention than ever before to the utilization of lobby space in the quest for increased revenue. Some theatremen are enlarging their lobby space where this is possible. The two items most in demand by patrons are candy and pop. Candy is all sold over the counter but some of the drinks are sold via coin-operated machines. Some exhibitors do not vend popcorn, claiming damage is created to seats and carpets. These are in the minority although very few exhibitors do sell molasses popcorn.

Canadian Radio Stations Organize TV Protection

TORONTO—Representatives of 36 privately owned radio stations in Ontario and Quebec, at a meeting of the Central Canada Broadcasters Ass'n here, decided to organize plans to meet the competition of television when TV programs are introduced in the Dominion. The belief was expressed that television would hurt radio broadcasting more than it would in the case of theatre and other forms of entertainment.

Pat Freeman, director of research for the Canadian Ass'n of Broadcasters, described the chaos caused by TV in the U.S. and warned Canadian radio station owners against complacency. The meeting petitioned the government to lift the ban on broadcasts for whiskey and beer.

Expect Sunday Show Vote To Carry in December

VANCOUVER—Submission of a modified Sunday observance plebiscite will be voted on in the Vancouver civil elections in December. The action was taken after the council was presented with a petition signed by 13,000 citizens demanding a "sensible Sunday."

A "wide-open" Sunday plebiscite that would have allowed liquor clubs, bowling alleys and dance halls to operate on the Sabbath was rejected by voters last year, although 25,000 voted to support it. The plebiscite this year will ask voters if they favor sport and cultural entertainment (including theatres) on Sundays. Opinions are that it will pass, although theatre managers and employees are against Sunday shows.

Norquay, Sask., to 35mm; Sturgis Regal Opening

WINNIPEG—The Norquay Theatre at Norquay, Sask., constructed and opened last year as a 16mm house, will switch to 35mm October 17, it was reported here, under the management of Sam Holmberg of the new Regal in Sturgis, Sask. J. M. Rice & Co. of Winnipeg, Simplex dealer, installed the 35mm equipment.

Sixteen millimeter also has been eliminated from Stenen, Hyan and Pelly in that territory.

Rice & Co. also installed equipment in the Sturgis Regal, which was scheduled to open soon.

TORONTO

Jack Arthur, official of Famous Players Canadian, is serving on the panel of judges for Opportunity Knocks, a weekly broadcast on the Canadian Broadcasting Corp. network for the unveiling of Canadian talent. Opportunity Knocks used to be presented on the stage of Shea's here and at the Imperial in Montreal, but is now conducted in the radio studio . . . I. H. Allen, president of Astral Films, has appointed M. Bochner, formerly with Monogram, as booker for his Toronto branch, succeeding Marshall Alexander, who has gone into other business.

According to Filmrow talk, Paul Frost of the Odeon at Brantford is being transferred to the Odeon at London, which was formerly managed by Kenneth Johnston . . . Al Sedgwick, manager of the Toronto Danforth, is understood to be returning to the Palace in St. Catharines unless he can get a suitable home in Toronto . . . "Kon-Tiki" is having a long run at the Cinema in Hamilton after five weeks at the Towne in Toronto.

Manager Len Bishop of Shea's recently played host to officers and sailors of the Royal Canadian navy from HMCS York, following a parade to the theatre, accompanied by a broadcast over station CKEY . . . Manager of 20th Century Theatres in the Toronto territory were booked to attend a luncheon gathering in the Royal York hotel, with President N. A. Taylor presiding. The 20th Century Theatres Managers club is working up its annual benefit show for Variety Village. The previous endeavor was staged at the Victory.

The Biltmore at Kitchener attracted a big crowd for a morning show last Saturday when free comic books were distributed among children. The same theatre also is playing "David and Bathsheba" as a roadshow. At the Century in Kitchener, "Bitter Rice" is a special attraction . . . Allen's Palace at nearby New Toronto came out with a splash for the introduction of new dish premiums, described as "the costliest dinner service ever offered by any theatre anywhere in the world."

Drafts 'Oklahoma Plains'

Arthur Orloff is drafting "Old Oklahoma Plains" as a starring western for Rex Allen for Republic release.

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POSITION

Montreal Recreation Unit Fights TV Towers on Royal

MONTREAL—Montreal Parks and Playgrounds Ass'n has reaffirmed its opposition to television towers being erected on Mount Royal. A resolution has been sent to civic and provincial authorities urging "no agreements be entered into for any construction whatsoever on Mount Royal until it has been incontrovertibly demonstrated that this is the only technically practical site in Montreal for the construction of television towers, and the exact nature and extent of the area and construction required has been clearly defined and specified."

The association, which has fought consistently for preservation of park areas, suggested that if no other site is found a number of specific provisions be made.

To protect public interest in the Mount Royal area, the association asked that permission be given for only such construction as is technically essential for the towers themselves; towers be placed in positions that will least interfere with the use of the mountain for recreation, traffic be regulated in the building period to protect pedestrians and children in the normally traffic-free area, and motor traffic be banned to and from the towers on completion, except on special police permit at restricted hours when necessary for maintenance.

Second Managers Contest To Be Launched by Odeon

TORONTO—A second managers competition, to be known this time as the J. Arthur Rank Showmanship contest, has been organized for all Odeon theatres in Canada. It will run 13 weeks, starting October 18. Last year's drive was conducted in honor of the Canadian president, L. W. Brockington.

The contest has been divided into five leagues, with theatre quotas based on box-office overages and candy sales. A sixth league will be added later for overall results to declare grand champions.

Among the judges are General Manager Dave Griesdorf, Ivor Smith, Harvey Hunt, Don Hudson and James Hardiman. The last two are former theatre managers at Toronto and London, Ont., respectively, before their promotion to the head office last spring in the reorganization of personnel.

Saving of Power Urged As Daylight Time Ends

TORONTO—With the return of dark days and the termination of daylight saving in Canada on September 30, Robert Saunders of the Ontario Hydroelectric commission warned that power conservation again was necessary to feed numerous munitions plants in the province.

Saunders did not predict a return of the arbitrary blackouts of two years ago, which threw theatres into darkness on frequent occasions, but he warned that power would have to be conserved despite an increased number of hydroelectric plants.

Many theatres have been equipped with independent generating units because of past restrictions and the exhibitors are checking diesel generators for possible use once more.

Mona Freeman has been borrowed from Paramount for a top role in U-I's "Hear No Evil."

OTTAWA

The Famous Players Regent, managed by Henry Marshall, swarmed with juveniles on the morning of Thanksgiving day. Two complete showings of a Cartoon festival were necessary to accommodate the enthusiastic kids. The theatre opened at 8:30 a. m. . . . The Auto-Sky Drive-In, John Holt, manager, staged a colorful celebration for Thanksgiving day in a fireworks display along with the night's films . . . Manager Frank Gallop of the Centre presented a stage feature of particular interest to the women Friday (5) in a Fashions for Fall demonstration.

The Ottawa Film Society, headed by J. P. Barwick, conducted a special memorial program Sunday afternoon in the Globe Theatre for Robert Flaherty, noted documentary-film pioneer, who died last summer in Vermont. A speaker was Graham McInnes and the memorial address was given by Guy Glover, a producer of National Film Board. Two pictures by Robert Flaherty were shown—"Man of Aran" and "Industrial Britain." Although born in Michigan, Flaherty spent many years in Canada as an explorer and cameraman.

F. R. Crawley, president of Crawley Films, has announced that the company's "The Loon's Necklace" has won an eighth international award—at the First Art Film festival at Woodstock, N. Y. . . . In connection with the Canadian tour of Princess Elizabeth and the Duke of Edinburgh a special featurette, "The House of Windsor," was presented at the Ottawa Odeon by Manager Gord Beavis.

While the car audience was enjoying the night's program at the Lindsay Drive-In, Manager Gordon Thompson was waylaid in his office by thugs who escaped with more than \$400. The drive-in was opened recently . . . Ottawa youngsters and oldsters are all agog over the approaching visit of Gene Autry, Smiley Burnette and other well-known westerners. The Autry show has been booked into the Ottawa auditorium for October 18 . . . Norman Chamberlain of the National Film Board spoke at the annual meeting of the Canadian Ass'n of Consumers when a sneak preview of "V for Volunteer" was presented. It deals with community work.

Attend 'Lamp' Premiere

OTTAWA—Governor-General Alexander of Tunis, Lady Alexander, Alexander Clutterbuck, British high commissioner to Canada; Stanley Woodward, United States ambassador, and many other diplomatic representatives, attended the Canadian premiere of "The Lady With a Lamp" at the Famous Players' Capitol here Wednesday night (26).

TV Firm Assigns Liabilities

MONTREAL—Brand & Millen, radio and television manufacturers, Long Branch, Ont., has made a voluntary assignment with liabilities amounting to \$417,793, a creditors meeting has been advised. Assets were reported at \$406,459. Included in the debts are about \$45,000 sales tax and \$75,000 due to the Canadian Bank of Commerce. There are about 200 other creditors.

Charles Lamont will direct "Ma and Pa Kettle Go to Paris," a Universal-International film.

English and Italian Films Bow in Toronto Houses

TORONTO—English and Italian productions were predominant in the group of Canadian premiere shows at Toronto theatres, including Famous Players, 20th Century Theatres, Odeon and Allen's Premier units, for the Canadian Thanksgiving holiday season.

"Tales of Hoffmann" got off to a nice start as a \$1.75-top roadshow at the Towne Cinema, while "Laughter in Paradise" made a bow at the International Cinema. "Worm's Eye View," another British picture, was having a popular run at the Allen Hollywood.

Special holiday midnight premiere performances at J. Arthur Rank units included "The Desert Fox" at the Odeon and "Lavender Hill Mob" at the Hyland. In the Famous Players circuit, Shea's and the Eglinton used a midnight occasion to introduce "Seven Days to Noon."

The two Italian premieres comprised "Angelo" at Ben Okun's Savoy and "This Woman Is Mine" at the Studio. "Angelo" was the third European picture to play the comparatively new Savoy in downtown Toronto. Meanwhile, at Ottawa, "The Lady With a Lamp" opened its first Canadian engagement at the Famous Players' Regent. Three of these features, "Tales of Hoffmann," "The Lady With a Lamp" and "Seven Days to Noon," were released by International Film Distributors, Toronto, through a recent franchise pact for Canada by N. A. Taylor with London Films and Wilcox Productions.

Canadian Film Institute Sets Up National Council

MONTREAL—The Canadian Film Institute announces it has established a national council to guide its policy on a countrywide basis and plan film development in Canada. The council, established at the institute's annual meeting in Ottawa, is representative of governments, the film industry, special film organizations and national film-using organizations.

Elected to its board of directors were R. Debois and L. Charbonneau, Montreal; D. Huchanan, G. Fraser, E. Leblanc, E. McEwen, L. MacRae and B. Hepworth, Ottawa, and Dr. R. J. Kidd, Toronto.

Main Theatre Corp. Moves Head Office to Sutton

TORONTO—The head office of Main Theatre Corp. is being moved from Toronto to the village of Sutton, according to an official notice to amend a company bylaw, which was signed by President H. C. D. Main and Secretary J. B. Lawson. Dick Main operates the Simcoe at Sutton and also has units in a number of other small towns in Ontario.

Identify Passer of Fake Bill

MONTREAL—Emeric Martel of Ville Jacques Cartier was identified in criminal court as the man who attempted to pass a \$10 counterfeit banknote at the Francals Theatre July 2. Identification was made by J. Perreault, theatre cashier, and R. Reckler, manager. Miss Perreault and Reckler testified that two ushers chased Martel to Sherbrooke street and City Hall avenue when he fled before they could question him. Martel was committed for trial.

The EXHIBITOR HAS HIS SAY ABOUT PICTURES

An open forum in which, for the most part, exhibitors report on subsequent-run showings of pictures. One (*) denotes a new contributor; two (**) is one who has been reporting for six months or longer; (***) a regular who has been reporting for one year or more. These columns are open to all exhibitors.

COLUMBIA

Al Jennings of Oklahoma (Col)—Dan Dur-yea, Gale Storm, Dick Foran. A good western in color which pleased average business. The picture had been milked before I got it but I still managed to show a small profit. Played Fri., Sat. Weather: Good.—E. M. Freiburger, Dewey Theatre, Dewey, Okla. Small town patrons. ***

Gene Autry and the Mounties (Col)—Gene Autry, Pat Buttram, Elena Verdugo. How Autry used to pack them in—but everyone has started making westerns, to spoil it all. Played Thurs., Fri., Sat. Weather: Fair.—Harland Rankin, Rankin Enterprises, Chatham, Ont. General patronage. ***

Stage to Tucson (Col) — Rod Cameron, Wayne Morris, Kay Buckley. I have a great admiration for Rod Cameron, since the fine reports we had on him during our trip to Alaska. Played Thurs., Fri., Sat. Weather: Fair.—Harland Rankin, Rankin Enterprises, Chatham, Ont. General patronage. ***

METRO-GOLDWYN-MAYER

Angels in the Outfield (MGM)—Paul Douglas, Janet Leigh, Keenan Wynn. A very entertaining picture, although a fantasy. It was well received here and received many favorable comments from our customers. Played Sun. through Tues. Weather: Fine.—M. W. Matthecheck, Mack Theatre, McMinnville, Ore. City and rural patrons. ***

Excuse My Dust (MGM) — Red Skelton, Sally Forrest, Macdonald Carey. Any exhibitor should be proud to run this top-flight musical comedy in Technicolor. Business was good and so was the picture. The race between the gas and steam buggies of 50 years ago was worth the price of admission, if you did not stay for the rest of the show. Played Sun., Mon. Weather: Good.—E. M. Freiburger, Dewey Theatre, Dewey, Okla. Small town patrons. ***

O'Father's Little Dividend (MGM)—Spencer Tracy, Elizabeth Taylor, Joan Bennett. They loved it here. It is the most praised comedy of the past year and grossed above "Father of the Bride," but still not what it should be as it was played on both sides of us—usual for Metro. Played Sun., Mon., Tues. Weather: Warm.—Ken Christianson, Roxy Theatre, Washburn, N. D. Small town patrons. ***

Go for Broke! (MGM)—Van Johnson, Warner Anderson, Lane Nakano. This is only mediocre as far as business went. The picture itself is mighty fine. The drawback seems to be lack of appeal for the women. Even my Watch Giveaway on Thursday couldn't help bring them in. Played Tues., Wed., Thurs. Weather: Clear.—Don Donohue, Novato Theatre, Novato, Calif. Small town, rural patrons. ***

MONOGRAM

County Fair (Mono)—Rory Calhoun, Florence Bates, Jane Nigh. Here is a fair horse-racing picture that did all right and all comments were good. They did kick, though, that it was too short. We double-

billed this with a Warner picture, "This Side of the Law," which we and many patrons thought would stand by itself, as it is really a good mystery picture that keeps you in suspense. Played Wed., Thurs. Weather: Good.—Sam Holmberg and Buster Grass, Regal Theatre, Sturgis, Sask. Rural patronage. ***

PARAMOUNT

Appointment With Danger (Para)—Alan Ladd, Phyllis Calvert, Paul Stewart. A good action picture with Alan Ladd as a postoffice inspector. I have never done any business here with Ladd, but I managed to break even on this one. Played Sun., Mon. Weather: Good.—E. M. Freiburger, Dewey Theatre, Dewey, Okla. Small town patrons. ***

Great Missouri Raid, The (Para)—Wendell Corey, Macdonald Carey, Ward Bond. Here was a sleeper. Maybe the rain we have been having for weeks has made the people "stir crazy." At any rate, I had about 25 per cent above normal on this one and I have visions of paying the usher his back salary now. Played Wed., Thurs. Weather: Rain.—Josef F. Nehring, Floodwood Theatre, Floodwood, Minn. Small town, rural patrons. **

Last Outpost, The (Para)—Ronald Reagan, Rhonda Fleming, Bruce Bennett. A very good outdoor picture that pleased very well. It has a light love touch. Business average. Played Sun., Mon. Weather: Okay.—D. W. Trisko, Ritz Theatre, Jerome, Ariz. Mining patrons. ***

Lemon Drop Kid, The (Para)—Bob Hope, Marilyn Maxwell, Lloyd Nolan. Personally, I thought it was one of Hope's better movies. His brand of humor is too fast for my patrons. Comments were, "A good Hope comedy," but General Mud kept grosses down to near average. It is worth your best time. Played Sun., Mon., Tues. Weather: Rain.—Ken Christianson, Roxy Theatre, Washburn, N. D. Small town patrons. ***

Better Play Separately To Earn More, He Says

ALICE IN WONDERLAND (RKO)—

Disney feature cartoon. Another masterpiece, and as usual the joint was jumping with kids. It didn't do the business that Cinderella did. Apparently the adult appeal isn't there. Sunday evening was below average, but the matinee—wow! I played "Nature's Half Acre" with it and suggest that you skip this idea—you can earn more playing them separately. My Sun.-Mon. gross was the biggest since "Cinderella," which holds the S-M gross here. Business 80 per cent of "Cinderella," and 50 per cent above average. We all made money on this one. IT'S THE SAME OLD STORY — GET SOMETHING WORTH WHILE AND THEY WILL COME. Weather: Blazin' hot. — Don Donohue, Novato Theatre, Novato, Calif. Small town, rural patrons. ***

His Boxoffice Grinned When This Played

AT WAR WITH THE ARMY (Para)—Dean Martin, Jerry Lewis, Polly Bergen. Very funny. The customers were legion and yelled with joy. Even the box-office sported a broad grin. Played Fri., Sat., Sun. Weather: Okay.—Frank E. Sabin, Majestic Theatre, Eureka, Mont. Small town patrons. ***

Redhead and the Cowboy, The (Para) — Glenn Ford, Edmond O'Brien, Rhonda Fleming. This is just a routine western in spite of the big cast. I made the mistake of playing this midweek and lost money. A regular western will outgross it and please more. It didn't draw here and no favorable comments, or walkouts, so I guess it's just a picture—not good, not bad, and needs help to stand up for the change.—Carl F. Neitzel, Juno Theatre, Juneau, Wis. Local area patrons. ***

Passage West (Para)—John Wayne, Dennis O'Keefe, Arleen Whelan. Brother, here was a western that did what other pictures could not do, and that was draw in new faces to the theatre. I believe that this was due to its being sort of a religious picture, or I should say a story of a minister that took a wagon train west. I had several of my fans say to me that this picture had one of the best fight scenes in any show they had seen. I think that the reason for this was that every time they hit one another, there was a big grunt that got our fans in the groove and they could feel the punches. Play it, fellows—it's good. Played Wed., Thurs. Weather: Perfect. — Sam Holmberg, Regal Theatre, Sturgis, Sask. Rural patrons. ***

RKO RADIO

Best of the Bad Men (RKO)—Robert Ryan, Claire Trevor, Jack Buetel. We enjoyed good business but not enough extra to play for the high rental asked. This will do well in houses that like their westerns rough. Played Fri., Sat. Weather: Cool.—Walter Austin, Plains Theatre, Plainview, Neb. Small town, rural patrons. ***

Tarzan's Peril (RKO)—Lex Barker, Virginia Huston, George Macready. Another Tarzan that did okay—one of the better of the series, due to the natives and good animal shots. It drew lots of kids as well as adults. Played Fri., Sat. Weather: Cool and nice.—D. W. Trisko, Ritz Theatre, Jerome, Ariz. Mining patrons. ***

REPUBLIC

California Passage (Rep)—Forrest Tucker, Adele Mara, Jim Davis. Class this as a better western. My folks liked it. It has good story and cast. Forrest Tucker and the sheriff were tops. Played Tues., Wed. Weather: Good.—Frank E. Sabin, Majestic Theatre, Eureka, Mont. Small town patrons. ***

Wake of the Red Witch, The (Rep)—John Wayne, Gail Russell, Gig Young. If you haven't run this one, don't be a chump like I was—let sleeping dogs lie. All I did was give preferred time for an excellent feature that didn't draw enough paying customers to pay the overhead. And I had to go back years to pick up something to lose dough on! I wasted a perfectly good rain on it, too. This

(Continued on next page)

The EXHIBITOR HAS HIS SAY

(Continued from preceding page)

time of year rain always drives them out of the fields right into my soft chairs—but three days (Sun., Mon., Tues.) of it didn't help this a bit.—Bob Walker, Uintah Theatre, Fruita, Colo. Small town, rural patrons. ***

20th CENTURY-FOX

Half Angel (20th-Fox) — Loretta Young, Joseph Cotten, Cecil Kellaway. We were rather skeptical about this one, after having Loretta Young in "Cause for Alarm," but she came back in a role in which people like to see her. Business was no good. The story was a little different from the ordinary run of the mill. The men came to see vivacious Loretta and the women to see suave Joe. Everyone was satisfied, including yours truly. Played Sun., Mon., Tues. Weather: Good.—Walter Austin, Plains Theatre, Plainview, Neb. Small town, rural patrons. ***

I'd Climb the Highest Mountain (20th-Fox) Susan Hayward, William Lundigan, Rory Calhoun. Here is a lovely picture worthy of its film. People loved it. Play it, by all means. Played Mon., Tues., Wed. Weather: Fair.—Harland Rankin, Rankin Enterprises, Chatham, Ont. General patronage. ***

My Blue Heaven (20th-Fox)—Betty Grable, Dan Dailey, David Wayne. Business was above average on this one. Grable and Dailey are tops—the customers okayed it. What more could we ask? Played Fri., Sat. Weather: Good.—Frank Sabin, Majestic Theatre, Eureka, Mont. Small town patrons. ***

On the Riviera (20th-Fox)—Danny Kaye, Gene Tierney, Corinne Calvet. Here is a good musical in Technicolor but business was just average. I should have done more business on it, but it just didn't draw. Some folks don't care for Danny Kaye's brand of humor. Played Sun., Mon. Weather: Good.—E. M. Freiburger, Dewey Theatre, Dewey, Okla. Small town patrons. ***

Sword of Monte Cristo (20th-Fox)—Paula Corday, George Montgomery, Berry Kroeger. This doesn't look like a Fox picture, but in all fairness, I had few complaints and the price was right. There is plenty of action throughout. Played Fri., Sat. Weather: Clear.—Don Donohue, Novato Theatre, Novato, Calif. Small town, rural patrons. ***

UNITED ARTISTS

Two Lost Worlds (UA)—Laura Elliot, Jim Arness, Gloria Petroff. According to the trailer, this one was going to have plenty of action, prehistoric monsters and erupting volcanos. The picture is slow-moving except for the last 15 minutes and is only suitable for support on a double bill. The trailer was better than the picture and business fell off badly the second night and plenty of walkouts. Played Wed., Thurs. Weather: Fair.—Carl F. Neitzel, Juno Theatre, Juneau, Wis. Local area patrons. ***

UNIVERSAL-INTERNATIONAL

Abbott and Costello Meet the Invisible Man (U-I)—Bud Abbott, Lou Costello, Nancy Guild. The trailer sold it as a spook show. It's isn't—it is a comedy on the boxing angle and the trailer scared the kids away, but the adult trade was way above normal—to give the best gross of any A&C film to date. Played Thurs., Fri., Sat. Weather: Rain and cool.—Ken Christianson, Roxy Theatre, Washburn, N. D. Small town, rural patrons. ***

Katie Did It (U-I) — Ann Blyth, Mark Stevens, Cecil Kellaway. If you are doing business in a small town, here is a topnotch co-feature, light and quick throughout. My gang ate it up and the price was right. Played it with "Peking Express" (Para), which isn't much, confusing throughout, but the price was right. This Corinne Calvet gal though—what a dish! "Katie Did It" saved the run.

Played Sun., Mon. Weather: Warm.—Don Donohue, Novato Theatre, Novato, Calif. Small town, rural patrons. ***

Mask of the Renegade (U-I)—Ricardo Montalban, Cyd Charisse, J. Carroll Naish. It just squeaked by. A few extra gals came to see Montalban but even so the take was below average. We enjoyed the dancing and the music and the roles were well handled. We still can't make these costume epics pay in Lincoln. Played Sun. (preview), Mon. Weather: Hot.—William J. Harris, Crown Theatre, Lincoln, Ark. Rural, small town patrons. ***

Milkman, The (U-I) — Donald O'Connor, Jimmy Durante, Joyce Holden. The comedy was good and the crowd was not too bad—about average. Jimmy Durante really stole the show with his actions and songs and the comments were very good—at least we had no walkouts and the second night was better than the first. It's old but still good. Played Wed., Thurs. Weather: Fair.—Sam Holmberg, Regal Theatre, Sturgis, Sask. Rural patrons. ***

Prince Who Was a Thief, The (U-I)—Anthony Curtis, Piper Laurie, Everett Sloane. Good of its type. The two young players were well liked by the young folk. It held up to average business but did nothing outstanding. Played Sun., Mon.—Jim Mote, Friendship Theatre, Sterling, Okla. Rural small town patrons. ***

Saddle Tramp (U-I)—Joel McCrea, Wanda Hendrix, John Russell. The exhibitors who played and profited by "Father Was a Bachelor" (Col) will do the same with this,

He Has Another Title For This One, Too

APPOINTMENT WITH DANGER

(Para)—Alan Ladd, Phyllis Calvert, Paul Stewart. The power of Alan Ladd's name overcame a bad title. Why not "U.S. Mail," the way we advertised it? It is a picture with punch and a good thriller. Ladd is good, as per usual, and business was very satisfactory for the weekend. Watch it. The robbery takes place after five o'clock and the clock on the church shows five after two—some speed. Played Wed., Thurs. Weather: Cool.—Ken Christianson, Roxy Theatre, Washburn, N. D. Small town, rural patrons. ***

In most cases, I didn't quite make average business, but did make expenses plus a profit. The trouble here was that this played all around me, and that, plus the picnics and other activities amputated part of the expected gross. Many patrons remarked that they didn't think they would like it—thought it was just another western. They were wrong, and I received many compliments—in fact, more than on any picture I have played lately. Played Sun., Mon. Weather: Good.—Carl F. Neitzel, Juno Theatre, Juneau, Wis. Rural and small town patronage. ***

Wistful Widow of Wagon Gap, The (U-I)—Bud Abbott, Lou Costello, Marjorie Main. We needed a picture, so played a repeat on the best A&C film ever made. With Marjorie Main in it, it has appeal for the small town. We made a few dollars, so it was worth our time. Played Thursday only. Weather: Hot. — Ken Christianson, Roxy Theatre, Washburn, N. D. Small town patronage. ***

WARNER BROS.

Along the Great Divide (WB)—Kirk Douglas, Virginia Mayo, John Agar. A very slow-moving western that got many unfavorable comments. Westerns without action are not satisfactory, as evidenced at the boxoffice.

Played Wed. through Sat. Weather: Fine.—M. W. Mattheck, Mack Theatre, McMinnville, Ore. City and rural patrons. ***

Dodge City (WB)—Reissue. Errol Flynn, Olivia DeHavilland, Ann Sheridan. Topflight entertainment—a little aged, perhaps, but still plenty good. Business was no ways near as good as with "Virginia City," as the gross was slightly below average. "Inside the Walls of Folsom Prison" was co-featured. Played Fri., Sat. Weather: Clear.—Don Donohue, Novato Theatre, Novato, Calif. Small town, rural patrons. ***

Goodbye, My Fancy (WB)—Joan Crawford, Robert Young, Frank Lovejoy. I got a break here. The county fair was rained out Sunday night and as a result I did about 105 per cent with this comedy-drama. The adults enjoyed this but the younger set squirmed at the mushy and dramatic parts. I agree that it isn't what might be considered a small town picture and needs help, but is not too bad a show. Played Sun., Mon. Weather: Rain.—Carl F. Neitzel, Juno Theatre, Juneau, Wis. Local area patrons. ***

Lullaby of Broadway (WB)—Doris Day, Gene Nelson, S. Z. Sakall. A very good musical that failed at the boxoffice. Day and Nelson were good, with fine support from Sakall and Billy DeWolfe. This should go where light musicals take. Business was below average. Played Sun., Mon. Weather: Cool.—D. W. Trisko, Ritz Theatre, Jerome, Ariz. Mining patrons. ***

On Moonlight Bay (WB)—Doris Day, Gordon MacRae, Billy Gray. Excellent from all angles, at the boxoffice and as entertainment. I groaned about the price, but in all fairness, it was well worth it. Repeated "My Friend Flicka" (20th-Fox) with it, and found it splendid support. Don't be afraid to repeat these reissues. They are as fresh as when first released—new prints and papers. We had over average business. Played Sun., Mon. Weather: Clear.—Don Donohue, Novato Theatre, Novato, Calif. Small town, rural patrons. ***

Story of Sea Biscuit, The (WB)—Shirley Temple, Barry Fitzgerald, Lon McCallister. As expected, this picture was milked by the time we played it. It is a nice picture with good color but we lost money on the playdate—one more Warner to go. That's a relief. Played Wed., Thurs. Weather: Cool.—Ken Christianson, Roxy Theatre, Washburn, N. D. Small town patrons. ***

Tea for Two (WB)—Doris Day, Gordon MacRae, Gene Nelson. This Technicolor picture was just what the doctor ordered and was really enjoyed by all. If you have not played it, then by all means do. We had several people say to us that S. Z. Zakall stole the whole show and we quite agree. Also, the songs by Doris and Gordon were way above average. We still think that it takes Warners to put out the musicals. Played Sat., Mon. Weather: Good. — Sam Holmberg, Regal Theatre, Sturgis, Sask. Rural patrons. ***

MISCELLANEOUS

Mom and Dad (Hallmark)—Social hygiene roadshow. For a week before and after this roadshow, my attendance was exceedingly low, so I figured they were saving their pennies for the advanced admission charged for this one. The turnout, in spite of a severe rainstorm all afternoon, was fairly good but we did not fill the house either show. Considering the top-heavy advertising budget and the time and trouble and gas it took to spread the advertising over the country, I doubt if it is worth the few extra dollars it will make. Comments, however, were all favorable and the picture did bring out some faces never seen before at our show. Played Friday. Weather: Rainy.—I. Roche, Vernon Theatre, Vernon, Fla. Small town and rural patrons. ***

† Very Good; + Good; ± Fair; - Poor; = Very Poor.

In the summary † is rated 2 pluses, = as 2 minuses.

P. G. Page	Title	Run Time	Type	Distributor	Reviewed	Boxoffice	Harrison's	Variety	Film Daily	Hollywood	Parents'	New York	Summary
						Report	Report			Center	Magazine	Daily News	
A													
1239	Abbott & Costello Meet the Invisible Man (82) Comedy.....	U-I	3-17-51	+	+	+	+	+	+	+	+	+	7+
	Abilene Trail (64) Western.....	Mono											2+3-
1271	According to Mrs. Hoyle (60) Drama.....	Mono	6-23-51	±	±	±	±	±	±	±	±	±	4+4-
1258	Ace in the Hole (112) Drama.....	Para	5-12-51	+	+	+	+	+	+	+	+	+	8+2-
1300	Across the Wide Missouri (81) Sup-West.....	MGM	9-22-51	+	+	+	+	+	+	+	+	+	6+3-
1301	Adventures of Captain Fabian (100) Drama.....	Rep	9-29-51	-	-	-	-	-	-	-	-	-	1+5-
1233	Air Cadet (94) Com-Dr.....	U-I	2-24-51	+	+	+	+	+	+	+	+	+	7+2-
1224	At Jennings of Oklahoma (79) Drama.....	Col	1-20-51	±	±	±	±	±	±	±	±	±	6+4-
1275	Alice in Wonderland (75) Fantasy.....	RKO	7- 7-51	+	+	+	+	+	+	+	+	+	11+1-
1186	All About Eve (138) Drama.....	20th-Fox	9-16-50	±	±	±	±	±	±	±	±	±	14+
1256	Along the Great Divide (88) West-Dr.....	WB	5- 5-51	±	±	±	±	±	±	±	±	±	9+4-
1202	American Guerrilla in the Philippines (105) Drama.....	20th-Fox	11-11-50	±	±	±	±	±	±	±	±	±	12+
1293	American in Paris, An (115) Musical.....	MGM	9- 1-51	±	±	±	±	±	±	±	±	±	12+
1293	Angels in the Outfield (102) Drama.....	MGM	9- 1-51	+	+	+	+	+	+	+	+	+	10+
	Anne of the Indies (..) Drama.....	20th-Fox											
1253	Apache Drums (75) Western.....	U-I	4-28-51	±	±	±	±	±	±	±	±	±	7+2-
1251	Appointment With Danger (90) Drama.....	Para	4-21-51	+	+	+	+	+	+	+	+	+	8+1-
1303	Arizona Manhunt (60) Western.....	Rep	9-29-51	±	±	±	±	±	±	±	±	±	5+4-
	As You Were (57) Comedy.....	LP											
1267	As Young as You Feel (77) Com.....	20th-Fox	6- 9-51	±	±	±	±	±	±	±	±	±	8+3-
1213	At War With the Army (93) Comedy.....	Para	12-16-50	+	+	+	+	+	+	+	+	+	8+1-
B													
1264	Badman's Gold (56) Western.....	UA	5-26-51	±	±	±	±	±	±	±	±	±	1+2-
1209	Bandit Queen (72) Western.....	LP	12- 9-50	+	+	+	+	+	+	+	+	+	5+2-
1300	Bannerline (87) Drama.....	MGM	9-22-51	±	±	±	±	±	±	±	±	±	6+2-
	Barefoot Mailman, The (..) Comedy.....	Col											
1304	Basketball Fix, The (70) Drama.....	Realart	9-29-51	±	±	±	±	±	±	±	±	±	5+4-
1223	Bedtime for Bonzo (83) Comedy.....	U-I	1-20-51	+	+	+	+	+	+	+	+	+	8+1-
1299	Behave Yourself (81) Comedy.....	RKO	9-22-51	±	±	±	±	±	±	±	±	±	2+
1236	Belle Le Grand (90) Drama.....	Rep	3- 3-51	+	+	+	+	+	+	+	+	+	7+4-
1255	Best of the Badmen (84) Western.....	RKO	5- 5-51	+	+	+	+	+	+	+	+	+	7+2-
1203	Between Midnight and Dawn (89) Drama.....	Col	11- 8-50	+	+	+	+	+	+	+	+	+	7+3-
1277	Big Gusher (68) Adv-Dr.....	Col	7-14-51	±	±	±	±	±	±	±	±	±	6+4-
1239	Bird of Paradise (100) Drama.....	20th-Fox	3-17-51	+	+	+	+	+	+	+	+	+	10+2-
	Blazing Bullets (51) Western.....	Mono											
1201	Blazing Sun (70) Western.....	Col	11-11-50	+	+	+	+	+	+	+	+	+	6+2-
1224	Blue Blood (72) Drama.....	Mono	1-20-51	+	+	+	+	+	+	+	+	+	6+2-
1159	Blue Lamp, The (84) Drama.....	UA	6-24-50	+	+	+	+	+	+	+	+	+	7+3-
1198	Blues Busters (64) Comedy.....	Mono	10-28-50	+	+	+	+	+	+	+	+	+	7+3-
1299	Blue Veil, The (114) Drama.....	RKO	9-22-51	±	±	±	±	±	±	±	±	±	11+
1279	Bonanza Town (56) Western.....	Col	7-21-51	+	+	+	+	+	+	+	+	+	4+3-
1213	Border Outlaws (58) Western.....	UA	12-16-50	+	+	+	+	+	+	+	+	+	2+2-
1190	Border Rangers (57) Western.....	LP	9-30-50	+	+	+	+	+	+	+	+	+	3+1-
1206	Born Yesterday (103) Comedy.....	Col	11-25-50	±	±	±	±	±	±	±	±	±	13+
1234	Bowery Battalion (69) Comedy.....	Mono	2-24-51	+	+	+	+	+	+	+	+	+	5+2-
1205	Branded (95) Western.....	Para	11-25-50	+	+	+	+	+	+	+	+	+	7+1-
1257	Brave Bulls, The (108) Drama.....	Col	5-12-51	±	±	±	±	±	±	±	±	±	11+2-
1199	Breakthrough (91) Drama.....	WB	11- 4-50	±	±	±	±	±	±	±	±	±	11+1-
1281	Bright Victory (97) Drama.....	U-I	7-28-51	±	±	±	±	±	±	±	±	±	13+
1219	Buckaroo Sheriff of Texas (60) Western.....	Rep	12-30-50	±	±	±	±	±	±	±	±	±	4+5-
1255	Bullfighter and the Lady (87) Drama.....	Rep	5- 5-51	+	+	+	+	+	+	+	+	+	11+
C													
1215	California Passage (90) Western.....	Rep	12-23-50	+	+	+	+	+	+	+	+	+	7+3-
1217	Call of the Klondike (67) Drama.....	Mono	12-23-50	±	±	±	±	±	±	±	±	±	5+3-
1225	Call Me Mister (95) Musical.....	20th-Fox	1-27-51	+	+	+	+	+	+	+	+	+	8+1-
	Canyon Raiders (54) Western.....	Mono											1+1-
1270	Capt. Horatio Hornblower (117) Act-Dr.....	WB	6-16-51	±	±	±	±	±	±	±	±	±	12+
1280	Casa Manana (73) Musical.....	Mono	7-21-51	-	-	-	-	-	-	-	-	-	2+5-
1189	Cassino to Korea (58) Docum.....	Para	9-30-50	±	±	±	±	±	±	±	±	±	8+2-
1280	Cattle Drive (77) Western.....	U-I	7-21-51	+	+	+	+	+	+	+	+	+	8+
1251	Cavalry Scout (78) Western.....	Mono	4-21-51	±	±	±	±	±	±	±	±	±	6+2-
1225	Cause for Alarm (73) Drama.....	MGM	1-27-51	+	+	+	+	+	+	+	+	+	7+3-
1195	Chain Gang (70) Drama.....	Col	10-21-50	±	±	±	±	±	±	±	±	±	5+6-
1291	Chain of Circumstance (68) Drama.....	Col	8-25-51	±	±	±	±	±	±	±	±	±	6+7-
	Cherokee Uprising (57) Western.....	Mono											2-2-
1267	China Corsair (67) Act-Dr.....	Col	6- 9-51	±	±	±	±	±	±	±	±	±	7+7-
1248	Circle of Danger (85) Drama.....	UA	4- 7-51	±	±	±	±	±	±	±	±	±	7+5-
	Close to My Heart (90) Drama.....	WB											2-
1305	Clouded Yellow, The (96) Drama.....	Col	10- 6-51	+	+	+	+	+	+	+	+	+	3-
1300	Come Fill the Cup (113) Drama.....	WB	9-22-51	±	±	±	±	±	±	±	±	±	8-
	Colorado Ambush (52) Western.....	Mono											3+2-
1271	Comin' Round the Mountain (77) Comedy.....	U-I	6-23-51	+	+	+	+	+	+	+	+	+	8+5-
1220	Company She Keeps, The (83) Drama.....	RKO	12-30-50	+	+	+	+	+	+	+	+	+	6+4-
1172	Copper Canyon (84) Western.....	Para	7-29-50	+	+	+	+	+	+	+	+	+	7+1-
1297	Corky of Gasoline Alley (70) Comedy.....	Col	9-15-51	+	+	+	+	+	+	+	+	+	5+3-
1218	Counterspy Meets Scotland Yard (67) Drama.....	Col	12-23-50	±	±	±	±	±	±	±	±	±	6+5-
	Crazy Over Horses (..) Comedy.....	Mono											
1291	Criminal Lawyer (74) Drama.....	Col	8-25-51	±	±	±	±	±	±	±	±	±	7+5-
1286	Crosswinds (93) Drama.....	Para	8-11-51	±	±	±	±	±	±	±	±	±	7+1-
1230	Cry Danger (79) Drama.....	RKO	2-10-51	±	±	±	±	±	±	±	±	±	10-
1247	Cuban Fireball (78) Com-Mus.....	Rep	4- 7-51	-	-	-	-	-	-	-	-	-	4+3-
1294	Cyclone Fury (54) Western.....	Col	9- 1-51	±	±	±	±	±	±	±	±	±	4+5-
1204	Cyrano de Bergerac (113) Drama.....	UA	11-18-50	±	±	±	±	±	±	±	±	±	14+

P. G. Page	Title	Run Time	Type	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
D													
1276	Dakota Kid, The (60)	Western	Rep	7- 7-51	±	±	±	±	±	±	±	±	6+6-
1206	Dallas (94)	Sup-West.	WB	11-25-50	±	±	±	±	±	±	±	±	9+1-
1285	Danger Zone (60)	Drama	LP	8-11-51	±	±	±	±	±	±	±	±	4+3-
1176	Dark City (97)	Drama	Para	8-12-50	±	±	±	±	±	±	±	±	10+1-
1288	Darling, How Could You! (96)	Comedy	Para	8-18-51	±	±	±	±	±	±	±	±	3+3-
1292	David and Bathsheba (123)	Drama	20th-Fox	8-25-51	±	±	±	±	±	±	±	±	14+
1296	Day the Earth Stood Still (92)	Drama	20-Fox	9- 8-51	±	±	±	±	±	±	±	±	11+
1253	Dear Brut (82)	Comedy	Para	4-28-51	±	±	±	±	±	±	±	±	7+6-
1302	Detective Story, The (103)	Drama	MGM	9-29-51	±	±	±	±	±	±	±	±	9+
1197	Deported (88)	Drama	U-I	10-28-50	±	±	±	±	±	±	±	±	6+3-
1305	Desert Fox, The (88)	Drama	20th-Fox	10- 6-51	±	±	±	±	±	±	±	±	8+1-
1229	Dial 1119 (75)	Drama	MGM	2-10-51	±	±	±	±	±	±	±	±	8+2-
1296	Disc Jockey (80)	Musical	Mono	9- 8-51	±	±	±	±	±	±	±	±	6+2-
1207	Double Crossbones (76)	Com-Mus.	U-I	12- 2-50	±	±	±	±	±	±	±	±	6+3-
1220	Double Deal (65)	Drama	RKO	12-30-50	±	±	±	±	±	±	±	±	6+4-
	Drums in the Deep South (87)	Drama	RKO										2+1-
E													
	Elephant Stampede (71)	Drama	Mono										
1201	Emergency Wedding (78)	Comedy	Col	11-11-50	±	±	±	±	±	±	±	±	7+4-
1226	Enforcer, The (88)	Drama	WB	1-27-51	±	±	±	±	±	±	±	±	9+1-
1262	Excuse My Dust (82)	Mus-Com.	MGM	5-26-51	±	±	±	±	±	±	±	±	10+
1207	Experiment Alcatraz (58)	Drama	RKO	12- 2-50	±	±	±	±	±	±	±	±	4+6-
F													
1258	Fabiola (96)	Drama	UA	5-12-51	±	±	±	±	±	±	±	±	6+3-
1233	Father's Little Dividend (81)	Comedy	MGM	2-24-51	±	±	±	±	±	±	±	±	14+
	Father's Wild Game (61)	Comedy	Mono										2+1-
1271	Father Takes the Air (61)	Comedy	Mono	6-23-51	±	±	±	±	±	±	±	±	4+5-
1247	Fat Man, The (77)	Mys-Dr.	U-I	4- 7-51	±	±	±	±	±	±	±	±	7+5-
	FBI Girl (..)	Drama	LP										
1255	Fighting Coast Guard (86)	Drama	Rep	5- 5-51	±	±	±	±	±	±	±	±	8+3-
1241	Fingerprints Don't Lie (56)	Drama	LP	3-17-51	±	±	±	±	±	±	±	±	4+4-
1180	Fireball, The (83)	Drama	20th-Fox	8-26-50	±	±	±	±	±	±	±	±	8+3-
1253	First Legion, The (86)	Drama	UA	4-28-51	±	±	±	±	±	±	±	±	7+1-
1256	Five (93)	Drama	Col	5- 5-51	±	±	±	±	±	±	±	±	8+
1237	Flame of Stamboul (68)	Drama	Col	3-10-51	±	±	±	±	±	±	±	±	7+5-
	Flight to Mars (..)	Drama	Mono										
1281	Flying Leathernecks (102)	Drama	RKO	7-28-51	±	±	±	±	±	±	±	±	8+1-
1219	Flying Missile, The (92)	Drama	Col	12-30-50	±	±	±	±	±	±	±	±	7+2-
1244	Follow the Sun (77)	Drama	20th-Fox	3-24-51	±	±	±	±	±	±	±	±	11+
1245	Footlight Varieties (61)	Musical	RKO	3-31-51	±	±	±	±	±	±	±	±	6+3-
1292	Force of Arms (100)	Drama	WB	8-23-51	±	±	±	±	±	±	±	±	9+2-
1209	For Heaven's Sake (92)	Comedy	20th-Fox	12- 9-50	±	±	±	±	±	±	±	±	10+
	Fort Defiance (..)	Drama	UA										
1298	Fort Dodge Stampede (60)	Western	Rep	9-15-51	±	±	±	±	±	±	±	±	3+2-
1242	Fort Savage Raiders (54)	Western	Col	3-17-51	±	±	±	±	±	±	±	±	4+3-
1260	Fort Worth (80)	Super-West.	WB	5-19-51	±	±	±	±	±	±	±	±	7+4-
1267	Four in a Jeep (97)	Drama	UA	6- 9-51	±	±	±	±	±	±	±	±	9+1-
1238	14 Hours (91)	Drama	20th-Fox	3-10-51	±	±	±	±	±	±	±	±	13+
1261	Francis Goes to the Races (86)	Com.	U-I	5-26-51	±	±	±	±	±	±	±	±	12+
1212	Franchise (80)	West-Dr.	U-I	12- 9-50	±	±	±	±	±	±	±	±	8+3-
1187	Frisco Tornado (60)	Western	Rep	9-23-50	±	±	±	±	±	±	±	±	6+1-
1270	Frogmen, The (96)	Drama	20th-Fox	6-16-51	±	±	±	±	±	±	±	±	14+
1279	Fugitive Lady (78)	Drama	Rep	7-21-51	±	±	±	±	±	±	±	±	3+4-
1235	Fury of the Congo (69)	Act-Dr.	Col	3- 3-51	±	±	±	±	±	±	±	±	6+6-
G													
1220	Gambling House (80)	Drama	RKO	12-30-50	±	±	±	±	±	±	±	±	7+6-
1227	Gasoline Alley (77)	Comedy	Col	2- 3-51	±	±	±	±	±	±	±	±	7+2-
1224	Gene Autry and the Mounties (70)	West. Col.	1-20-51	±	±	±	±	±	±	±	±	±	5+1-
1257	Ghost Chasers (69)	Comedy	Mono	5-12-51	±	±	±	±	±	±	±	±	5+4-
1287	G.I. Jane (62)	Comedy	WB	8-18-51	±	±	±	±	±	±	±	±	3+3-
1188	Glass Menagerie, The (107)	Drama	LP	9-23-60	±	±	±	±	±	±	±	±	12+
1246	Go for Broke! (93)	War-Dr.	MGM	3-31-51	±	±	±	±	±	±	±	±	12+
	Golden Girl (..)	Musical	20th-Fox										
1300	Golden Horde, The (76)	Drama	U-I	9-22-51	±	±	±	±	±	±	±	±	5+1-
1248	Golden Salamander, The (96)	Drama	UA	4- 7-51	±	±	±	±	±	±	±	±	6+3-
	Gold Raiders (..)	Drama	UA										
1249	Goodbye, My Fancy (107)	Comedy	WB	4-14-51	±	±	±	±	±	±	±	±	8+2-
	Great Adventure, The (..)	Drama	LP										
1252	Great Caruso, The (109)	Drama	MGM	4-21-51	±	±	±	±	±	±	±	±	14+
1191	Great Manhunt, The (97)	Drama	Col	10- 7-50	±	±	±	±	±	±	±	±	8+
	(Reviewed as State Secret)												
1210	Great Missouri Raid, The (85)	West-Dr.	Para	12- 9-50	±	±	±	±	±	±	±	±	8+1-
1230	Ground Were Spurs, The (81)	Comedy	U-I	2-10-51	±	±	±	±	±	±	±	±	7+6-
1214	Grooms for Marriage (89)	Comedy	MGM	12-16-50	±	±	±	±	±	±	±	±	8+
1261	Guy Who Came Back, The (91)	Dr.	20-Fox	5-26-51	±	±	±	±	±	±	±	±	8+3-
1291	Gypsy Fury (63)	Drama	Mono	4-21-51	±	±	±	±	±	±	±	±	3+4-
H													
1249	Half Angel (77)	Drama	20th-Fox	4-14-51	±	±	±	±	±	±	±	±	6+3-
1215	Halls of Montezuma (113)	War-Dr.	20th-Fox	1- 2-50	±	±	±	±	±	±	±	±	13+
950	Hamlet (142)	Drama	U-I	7-10-48	±	±	±	±	±	±	±	±	14+
1269	Haggy Go Lovely (88)	Musical	RKO	6-16-51	±	±	±	±	±	±	±	±	9+2-
1265	Hard, Fast and Beautiful (76)	Drama	RKO	6- 2-51	±	±	±	±	±	±	±	±	10+2-
	Harlem Globetrotters, The (80)	Drama	Col										1+
1197	Harriet Craig (94)	Drama	Col	10-23-50	±	±	±	±	±	±	±	±	11+1-
1198	Harvey (104)	Comedy	U-I	10-28-50	±	±	±	±	±	±	±	±	12+

P. G. Page	Title	Run Time	Type	Distributor	Reviewed	Boxoffice	Harrison's	Records	Variety	Film Daily	Hollywood	Parents'	New York	Daily News	Summary
1303	Kayama Rose (77) Drama.....Rep	9-29-51	-	-	++	-	-	-	-	-	-	-	-	-	1+6-
1248	Heart of the Rockies (67) Western.....Rep	4- 7-51	+	++	++	++	++	++	++	++	++	++	++	++	5+1-
1267	He Ran All the Way (78) Drama.....UA	6- 9-51	+	++	++	++	++	++	++	++	++	++	++	++	10+
1276	Here Comes the Groom (114) Rom-Com.....Para	7- 7-51	++	++	++	++	++	++	++	++	++	++	++	++	11+
1256	Her First Romance (73) Comedy.....Col	5- 5-51	+	++	++	++	++	++	++	++	++	++	++	++	6-5-
1195	He's a Cockeyed Wonder (77) Comedy.....Col	10-21-50	+	++	++	++	++	++	++	++	++	++	++	++	7-5-
1299	Highly Dangerous (88) Drama.....LP	9-22-51	+	++	++	++	++	++	++	++	++	++	++	++	3+1-
1208	Highway 301 (88) Drama.....WB	12- 2-50	++	++	++	++	++	++	++	++	++	++	++	++	7-3-
1292	Highwayman, The (82) Drama.....Meno	8-25-51	+	++	++	++	++	++	++	++	++	++	++	++	6+1-
1297	Hills of Utah (70) Western.....Col	9-15-51	+	++	++	++	++	++	++	++	++	++	++	++	4+3-
1280	His Kind of Woman (120) Drama.....RKO	7-21-51	+	++	++	++	++	++	++	++	++	++	++	++	10+2-
1198	Hit Parade of 1951 (85) Musical.....Rep	10-28-50	+	++	++	++	++	++	++	++	++	++	++	++	6+5-
1193	Holiday Rhythm (59) Comedy.....LP	10-14-50	+	++	++	++	++	++	++	++	++	++	++	++	5+2-
1259	Hollywood Story (77) Mys-Dr.....U-I	5-19-51	+	++	++	++	++	++	++	++	++	++	++	++	7+2-
1259	Home Town Story (61) Drama.....MGM	5-19-51	++	++	++	++	++	++	++	++	++	++	++	++	4+5-
	Honeyville (..) Comedy.....Rep														
1270	Hoodlum, The (61) Drama.....UA	6-16-51	+	++	++	++	++	++	++	++	++	++	++	++	6+4-
1196	Hot Rod (61) Drama.....Meno	10-28-50	+	++	++	++	++	++	++	++	++	++	++	++	7+3-
1301	Hotel Sahara (67) Comedy.....UA	9-29-51	+	++	++	++	++	++	++	++	++	++	++	++	3+
1239	House on Telegraph Hill (93) Drama.....20th-Fox	3-17-51	+	++	++	++	++	++	++	++	++	++	++	++	7+4-
1216	Hunt the Man Down (68) Drama.....RKO	12-23-50	++	++	++	++	++	++	++	++	++	++	++	++	5+2-
1277	Hurricane Island (72) Drama.....Col	7-14-51	++	++	++	++	++	++	++	++	++	++	++	++	4+6-
I															
1244	I Can Get It for You Wholesale (91) Drama.....20th-Fox	3-24-51	+	++	++	++	++	++	++	++	++	++	++	++	10+
	I Want You (..) Drama.....RKO														
1245	I Was an American Spy (85) Drama.....Meno	3-31-51	++	++	++	++	++	++	++	++	++	++	++	++	6+4-
1252	I Was a Communist for the FBI (84) Drama.....WB	4-21-51	+	++	++	++	++	++	++	++	++	++	++	++	11+
1223	I'd Climb the Highest Mountain (68) Drama.....20th-Fox	1-20-51	+	++	++	++	++	++	++	++	++	++	++	++	11+
1189	I'll Get By (83) Musical.....20th-Fox	9-30-50	++	++	++	++	++	++	++	++	++	++	++	++	8+3-
1261	In Old Amarillo (67) Western.....Rep	5-26-51	+	++	++	++	++	++	++	++	++	++	++	++	6+4-
1237	Inside Straight (87) Drama.....MGM	3-10-51	++	++	++	++	++	++	++	++	++	++	++	++	7+4-
1260	Inside the Walls of Folsom Prison (67) Drama.....WB	5-19-51	++	++	++	++	++	++	++	++	++	++	++	++	7+4-
1245	Insurance Investigator (60) Drama.....Rep	3-31-51	+	++	++	++	++	++	++	++	++	++	++	++	6+4-
1276	Iron Man (82) Drama.....U-I	7- 7-51	++	++	++	++	++	++	++	++	++	++	++	++	8+1-
J															
1192	Jackpot, The (85) Comedy.....20th-Fox	10- 7-50	+	++	++	++	++	++	++	++	++	++	++	++	10+
1269	Jim Thorpe—All American (105) Drama.....WB	6-16-51	++	++	++	++	++	++	++	++	++	++	++	++	13+
982	Joan of Arc (165) Drama.....RKO	10-30-48	++	++	++	++	++	++	++	++	++	++	++	++	14+
1298	Joe Palooka in Triple Cross (60) Drama.....Meno	9-15-51	+	++	++	++	++	++	++	++	++	++	++	++	3+2-
1294	Journey Into Light (83) Drama.....20th-Fox	9- 1-51	-	++	++	++	++	++	++	++	++	++	++	++	5+5-
1258	Jungle Headhunters (65) Travel.....RKO	5-12-51	+	++	++	++	++	++	++	++	++	++	++	++	7+1-
	Jungle Manhunt (..) Drama.....Col														2+2-
K															
	Kangaroo (..) Drama.....20th-Fox														
1203	Kansas Raiders (80) Western.....U-I	11-18-50	++	++	++	++	++	++	++	++	++	++	++	++	8+5-
1250	Kate Did It (81) Comedy.....U-I	4-14-51	++	++	++	++	++	++	++	++	++	++	++	++	6+4-
	Kentucky Jubilee (67) Comedy.....LP														1+1-
	Kefauver Crime Investigation (52) News.....20th-Fox			+											1+
	Kid From Amarillo, The (56) Western.....Col														
1172	Killer That Stalked New York (79) Drama.....Col	7-29-50	++	++	++	++	++	++	++	++	++	++	++	++	6+5-
	(Reviewed as Frightened City)														
1210	Kim (113) Drama.....MGM	12- 9-50	++	++	++	++	++	++	++	++	++	++	++	++	12+
1272	Kind Lady (78) Drama.....MGM	6-23-51	+	++	++	++	++	++	++	++	++	++	++	++	9+
1190	King Solomon's Mines (102) Drama.....MGM	9-30-50	++	++	++	++	++	++	++	++	++	++	++	++	13+
1247	Kon-Tiki (68) Adv-Dr.....RKO	4- 7-51	++	++	++	++	++	++	++	++	++	++	++	++	11+2-
1222	Korea Patrol (57) Drama.....UA	1-13-51	-	++	++	++	++	++	++	++	++	++	++	++	1+5-
L															
1265	Lady and the Bardit, The (79) Drama.....Col	8-11-51	+	++	++	++	++	++	++	++	++	++	++	++	6+3-
1302	Lady From Texas (78) Drama.....U-I	9-29-51	+	++	++	++	++	++	++	++	++	++	++	++	6+3-
	Lady Pays Off, The (..) Drama.....U-I														1+1-
1194	Last of the Buccaneers (79) Drama.....Col	10-14-50	++	++	++	++	++	++	++	++	++	++	++	++	7+3-
1250	Last Outpost, The (87) Outdr-Drama.....Para	4-14-51	+	++	++	++	++	++	++	++	++	++	++	++	8+3-
1278	Law and the Lady (104) Comedy.....MGM	7-14-51	++	++	++	++	++	++	++	++	++	++	++	++	6+4-
	Lawless Cowboys (..) Western.....Meno														
1220	Law of the Badlands (60) Western.....RKO	12-30-50	+	++	++	++	++	++	++	++	++	++	++	++	5+2-
	Leave It to the Marines (66) Comedy.....LP														
1240	Lemon Drop Kid, The (91) Comedy.....Para	9-17-51	++	++	++	++	++	++	++	++	++	++	++	++	10+2-
1177	Let's Dance (112) Mus-Com.....Para	8-19-50	++	++	++	++	++	++	++	++	++	++	++	++	9+1-
1286	Let's Go Navy (68) Comedy.....Meno	8-11-51	+	++	++	++	++	++	++	++	++	++	++	++	6+2-
	Let's Make It Legal (..) Comedy.....20th-Fox														
1214	Lightning Guns (55) Western.....Col	12-16-50	+	++	++	++	++	++	++	++	++	++	++	++	5+5-
1220	Lightning Strikes Twice (91) Drama.....WB	2-10-51	+	++	++	++	++	++	++	++	++	++	++	++	7+3-
1290	Lilli Marlene (85) Drama.....RKO	8-18-51	++	++	++	++	++	++	++	++	++	++	++	++	2+7-
1254	Lion Hunters, The (73) Drama.....Meno	4-28-51	++	++	++	++	++	++	++	++	++	++	++	++	4+5-
1265	Little Big Horn (82) Western.....LP	6- 2-51	+	++	++	++	++	++	++	++	++	++	++	++	7+2-
1283	Little Egypt (82) Comedy.....U-I	8- 4-51	+	++	++	++	++	++	++	++	++	++	++	++	7+3-
1238	Long Dark Hall, The (87) Drama.....UA	3-10-51	++	++	++	++	++	++	++	++	++	++	++	++	6+3-
	Loughor, The (..) Western.....Meno														
1267	Lorna Doone (84) Rom-Com.....Col	5-26-51	+	++	++	++	++	++	++	++	++	++	++	++	8+2-
1281	Lost Continent, The (82) Adv-Dr.....LP	7-28-51	+	++	++	++	++	++	++	++	++	++	++	++	4+2-
	Love Nest (..) Comedy.....20th-Fox														1+1-
1231	Lucky Nick Cain (87) Drama.....20th-Fox	2-17-51	+	++	++	++	++	++	++	++	++	++	++	++	7+2-
1240	Lullaby of Broadway (91) Musical.....WB	3-17-51	+	++	++	++	++	++	++	++	++	++	++	++	8+1-

P. G. Page	Title	Run Time	Type	Distributor	Reviewed	Boxoffice	Harrison's Records	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
M													
1235	"M" (88) Drama.....Col	3- 4-51	+	±	±	±	±	±	±	±	±	±	7+2-
1243	Ma and Pa Kettle Back on the Farm (80) Comedy.....U-I	3-24-51	±	±	±	±	±	±	±	±	±	±	8+2-
977	Macbeth (85) Drama.....Rep	10-16-48	±	±	±	±	±	±	±	±	±	±	7+5-
1241	Mad Wednesday (77) Comedy.....RKO	3-17-51	±	±	±	±	±	±	±	±	±	±	3+1-
1183	Madeline (100) Drama.....U-I	9- 9-50	±	±	±	±	±	±	±	±	±	±	6+3-
1301	Magic Carpet, The (84) Comedy.....Col	9-29-51	±	±	±	±	±	±	±	±	±	±	5+6-
1291	Magic Face, The (89) Drama.....Col	8-25-51	±	±	±	±	±	±	±	±	±	±	8+3-
1205	Magnificent Yankee, The (83) Drama.....MGM	11-28-50	±	±	±	±	±	±	±	±	±	±	14+
1243	Man From Planet X (72) Fantasy.....UA	3-24-51	±	±	±	±	±	±	±	±	±	±	5+3-
	Man From Sonora (54) Western.....Meno												1+
1215	Man Who Cheated Himself (81) Dr.....20th-Fox	12-23-50	±	±	±	±	±	±	±	±	±	±	9+1-
1305	Man With a Cloak (81) Drama.....MGM	10- 6-51	±	±	±	±	±	±	±	±	±	±	3+1-
1266	Man With My Face, The (75) Mys-Dr.....UA	6- 2-51	±	±	±	±	±	±	±	±	±	±	6+2-
1283	Mark of the Renegade (81) Drama.....U-I	8- 4-51	±	±	±	±	±	±	±	±	±	±	6+4-
1273	Mask of the Avenger (83) Drama.....Col	6-30-51	±	±	±	±	±	±	±	±	±	±	7+1-
	Mask of the Dragon (53) Drama.....LP												3+3-
1226	Mating Season, The (101) Comedy.....Para	1-27-50	±	±	±	±	±	±	±	±	±	±	13+
1285	Meet Me After the Show (86) Mus.....20th-Fox	8-11-51	±	±	±	±	±	±	±	±	±	±	12+
1193	Millikan, The (87) Comedy.....U-I	10-14-50	±	±	±	±	±	±	±	±	±	±	7+
1283	Millionaire for Christy, A (90) Com.....20th-Fox	8- 4-51	±	±	±	±	±	±	±	±	±	±	6+
1268	Million Dollar Pursuit (60) Drama.....Rep	6- 9-51	±	±	±	±	±	±	±	±	±	±	6+6-
1192	Miniver Story, The (104) Drama.....MGM	10- 7-50	±	±	±	±	±	±	±	±	±	±	9+2-
1235	Missing Women (60) Drama.....Rep	4- 3-51	±	±	±	±	±	±	±	±	±	±	6+5-
1210	Missourians, The (60) Western.....Rep	12- 9-50	±	±	±	±	±	±	±	±	±	±	6+3-
1287	Mister Drake's Duck (81) Comedy.....UA	8-18-51	±	±	±	±	±	±	±	±	±	±	5+2-
1179	Mister 880 (90) Comedy.....20th-Fox	8-26-50	±	±	±	±	±	±	±	±	±	±	13+
1240	Mister Universe (79) Comedy.....UA	3-17-51	±	±	±	±	±	±	±	±	±	±	7+1-
1295	Mob, The (87) Drama.....Col	9- 8-51	±	±	±	±	±	±	±	±	±	±	6+1-
1130	Modern Marriage, A (66) Doc-Dr.....Meno	4- 8-50	±	±	±	±	±	±	±	±	±	±	8+2-
1208	Molly (83) Comedy.....Para	12- 2-50	±	±	±	±	±	±	±	±	±	±	11+1-
	(Reviewed as The Goldbergs)												
	Montana Desperados (51) Western.....Meno												1+1-
1282	Mr. Belvedere Rings the Bell (88) Comedy.....20th-Fox	7-28-51	±	±	±	±	±	±	±	±	±	±	12+
1262	Mr. Imperium (87) Mus-Dr.....MGM	5-26-51	±	±	±	±	±	±	±	±	±	±	6+6-
1182	Mr. Music (113) Mus-Com.....Para	9- 2-50	±	±	±	±	±	±	±	±	±	±	10+
1301	Mr. Peek-A-Boo (74) Comedy.....UA	9-29-51	±	±	±	±	±	±	±	±	±	±	7+
1202	Mrs. O'Malley and Mr. Malone (69) Com.....MGM	11-11-50	±	±	±	±	±	±	±	±	±	±	9+2-
1207	Mudlark, The (99) Hist-Dr.....20th-Fox	12- 2-50	±	±	±	±	±	±	±	±	±	±	10+
1306	My Favorite Spy (93) Comedy.....Para	10- 6-51	±	±	±	±	±	±	±	±	±	±	1+
1245	My Forbidden Past (70) Drama.....RKO	3-31-51	±	±	±	±	±	±	±	±	±	±	6+3-
1231	My Outlaw Brother (80) Drama.....UA	2-17-51	±	±	±	±	±	±	±	±	±	±	2+6-
	(Reviewed as My Brother, the Outlaw)												
1245	My True Story (67) Drama.....Col	3-31-51	±	±	±	±	±	±	±	±	±	±	6+4-
1212	Mystery Submarine (78) Drama.....U-I	12- 9-50	±	±	±	±	±	±	±	±	±	±	8+5-
N													
1264	Naughty Arlette (86) Comedy.....UA	5-26-51	±	±	±	±	±	±	±	±	±	±	4+4-
1236	Navy Bound (60) Comedy.....Meno	3- 3-51	±	±	±	±	±	±	±	±	±	±	6+3-
	Nevada Badmen (58) Western.....Meno												1+1-
1200	Never a Dull Moment (89) Comedy.....RKO	11- 4-50	±	±	±	±	±	±	±	±	±	±	9+2-
1277	Never Trust a Gambler (79) Drama.....Col	7-14-51	±	±	±	±	±	±	±	±	±	±	9+7-
1257	New Mexico (84) Drama.....UA	5-12-51	±	±	±	±	±	±	±	±	±	±	6+4-
1154	Next Voice You Hear, The (83) Dr.....MGM	6-10-50	±	±	±	±	±	±	±	±	±	±	12+
1262	Night Into Morning (86) Drama.....MGM	5-26-51	±	±	±	±	±	±	±	±	±	±	10+1-
1242	Night Riders of Montana (60) Western.....Rep	3-17-51	±	±	±	±	±	±	±	±	±	±	5+2-
1282	No Highway in the Sky (98) Drama.....20th-Fox	7-28-51	±	±	±	±	±	±	±	±	±	±	10+
1268	No Questions Asked (81) Drama.....MGM	6- 9-51	±	±	±	±	±	±	±	±	±	±	7+3-
1173	No Way Out (106) Drama.....20th-Fox	8- 5-50	±	±	±	±	±	±	±	±	±	±	11+1-
1206	North of the Great Divide (67) Western.....Rep	11-25-50	±	±	±	±	±	±	±	±	±	±	6+3-
O													
1296	Obsessed (77) Drama.....UA	9- 8-51	±	±	±	±	±	±	±	±	±	±	4+6-
1221	Odette (100) Drama.....UA	1-13-51	±	±	±	±	±	±	±	±	±	±	10+
1211	Of Men and Music (85) Music.....20th-Fox	12- 9-50	±	±	±	±	±	±	±	±	±	±	10+
1242	Oh! Susanna (90) Outdr'-Dr.....Rep	3-17-51	±	±	±	±	±	±	±	±	±	±	8+4-
	Oklahoma Justice (56) Western.....Meno												
1254	Oliver Twist (105) Drama.....UA	4-28-51	±	±	±	±	±	±	±	±	±	±	9+
1275	On Moonlight Bay (95) Musical.....WB	7- 7-51	±	±	±	±	±	±	±	±	±	±	12+
1286	On the Loose (74) Drama.....RKO	8-11-51	±	±	±	±	±	±	±	±	±	±	5+2-
1204	One Minute to Twelve (75) Drama.....UA	11-18-50	±	±	±	±	±	±	±	±	±	±	2+1-
1237	Only the Valiant (105) Hist-West.....WB	3-10-51	±	±	±	±	±	±	±	±	±	±	11+1-
1254	On the Riviera (89) Mus-Com.....20th-Fox	4-28-51	±	±	±	±	±	±	±	±	±	±	11+
1223	Operation Disaster (101) Drama.....U-I	1-20-51	±	±	±	±	±	±	±	±	±	±	7+2-
1221	Operation Pacific (111) Drama.....WB	1-13-51	±	±	±	±	±	±	±	±	±	±	8+1-
1218	Operation X (79) Drama.....Col	12-23-50	±	±	±	±	±	±	±	±	±	±	1+6-
	Outlaw Gold (51) Western.....Meno												3+3-
	Outlaws of Texas (56) Western.....Meno												3+2-
1181	Outrage (75) Drama.....RKO	9- 2-50	±	±	±	±	±	±	±	±	±	±	6+4-
P													
1216	Pagan Love Song (76) Musical.....MGM	12-23-50	±	±	±	±	±	±	±	±	±	±	8+2-
1243	Painted Hills, The (68) Drama.....MGM	3-24-51	±	±	±	±	±	±	±	±	±	±	5+4-
1296	Painting the Clouds With Sunshine (87) Musical.....WB	9- 8-51	±	±	±	±	±	±	±	±	±	±	9+2-
	Pandora and the Flying Dutchman (123) Drama.....MGM												3+1-
1293	Pardon My French (81) Comedy.....UA	9- 1-51	±	±	±	±	±	±	±	±	±	±	4+5-
1261	Passage West (80) Western.....Para	4-26-51	±	±	±	±	±	±	±	±	±	±	8+2-
1234	Payment on Demand (90) Drama.....RKO	2-24-51	±	±	±	±	±	±	±	±	±	±	1+

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1298 Texas Carnival (77) Musical.....	MGM	9-15-51	+	+	+	+	+	+	7+
1266 Texas Rangers, The (74) Western.....	Col	6- 2-51	+	±	+	+	+	±	7+3-
1268 That's My Boy (100) Comedy.....	Para	6- 9-51	+	+	+	+	+	+	11+

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Year	Title	Genre	Network	Season	Week	Day	Time	Rating	Score
1250	Thing From Another World (85) Drama.....	RKO	4-14-51	+	+	+	+	+	10+
1293	This Is Korea (50) Doc.....	Rep	9- 1-51	+	+	+	+	+	7+
1225	13th Letter, The (85) Drama.....	20th-Fox	1-27-51	+	+	+	+	+	10+
1224	Three Desperate Men (71) Western.....	LP	1-20-51	±	±	±	±	±	3+4
1232	Three Guys Named Mike (50) Comedy.....	MGM	2-17-51	+	+	+	+	+	9+
1202	Three Husbands (78) Comedy.....	UA	11-11-50	+	+	+	+	±	8+1-
1182	Three Secrets (95) Drama.....	WB	9- 2-50	+	+	+	+	+	8+
1272	Three Steps North (85) Drama.....	UA	6-23-51	±	±	±	±	±	7+4-
1252	Thunder in God's Country (67) Western..	Rep	4-21-51	+	±	±	±	±	6+3-
1285	Thunder on the Hill (84) Drama.....	U-I	8-11-51	+	±	±	±	+	6+2-
	Too Young to Kiss (...) Comedy.....	MGM							
1192	To Please a Lady (102) Comedy.....	MGM	10- 7-50	+	+	+	+	±	8+1-
1255	Tokyo File 212 (84) Drama.....	RKO	5- 5-51	±	±	±	±	±	6+6-
1222	Tomahawk (82) Sp-West.....	U-I	1-13-51	+	±	±	±	+	7+1-
	Tom Brown's School Days (...) Drama.....	UA							
1288	Tomorrow Is Another Day (50) Drama.....	WB	8-18-51	+	+	±	+	+	7+1-
1210	Tougher They Come, The (69) Drama....	Col	12- 9-50	+	±	±	±	±	7+5-
1215	Trail of Robin Hood (67) Western.....	Rep	12-23-50	±	±	±	±	±	6+3-
1150	Trio (92) Com-Dr.....	Para	9-30-50	+	+	+	+	+	11+
1191	Tripoli (95) Hist-Dr.....	Para	10- 7-50	+	±	±	+	+	10+2-
1209	Try and Get Me (92) Drama.....	UA	12- 9-50	+	+	+	+	±	9+1-
	(Reviewed as Sound of Fury)								
1304	Two-Dollar Beller (72) Drama.....	Restart	9-29-51	+	±	±	+	±	6+3-
1194	Two Flags West (92) Act-Dr.....	20th-Fox	10-14-50	+	±	±	+	+	9+1-
1274	Two Gals and a Guy (70) Comedy.....	UA	6-30-51	±	±	±	±	±	3+6-
1217	Two Lost Worlds (60) Drama.....	UA	12-23-50	±	±	±	±	±	6+5-
1273	Two of a Kind (75) Drama.....	Col	6-30-51	+	±	±	±	±	7+1-

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FEATURE CHART

Feature productions by company in order of release. Number in square is national release date. Running time in parentheses. Type of story is indicated by letters and combinations thereof as follows: (C) Comedy; (D) Drama; (CD) Comedy-Drama; (F) Fantasy; (M) Musical; (W) Western; (SW) Superwestern. Release number follows. C denotes BOXOFFICE Blue Ribbon Award Winner. O denotes color photography. For review dates and Picture Guide page numbers, see Review Digest.

	COLUMBIA	LIPPERT	M-G-M	MONOGRAM
DECEMBER	Killer That Stalked N. Y. (79) D...338 <i>(Reviewed as Prisoner 131)</i> Brian Kerr, William Bishop He's a Cockeyed Wonder (77) C...340 Mickey Rooney, Terry Moore, William Breston Lightning Guns (55) W...361 Charles Starrett, Smiley Burnette Tougher They Come, The (69) D...305 Wayne Morris, Preston Foster, Kay Buckley	Bondit Queen (72) W...5011 Barbara Britton, Philip Reed, Willard Parker	Mrs. O'Malley and Mr. Malone (69) C...111 Marjorie Main, James Whitmore, Ann Dorak	Father's Wild Gams (61) C...5125 Raymond Walburn, Gary Gray, Jane Darwell Outlaws of Texas (56) W...4945 Whip Wilson, Phyllis Coates, Andy Clyde Call of the Klondike (67) D...4920 Anne O'Connell, Tom Neal, Kirby Grant Short Grass (82) W...AA18 Rod Cameron, Cathy Downs, J. M. Brown Sicero Passago (80) W...5107 Wayne Morris, Lola Albright, Alan Hale Jr.
JANUARY	Great Monkhunt, The (97) D...331 <i>(Rev. as State Secret)</i> Douglas Fairbanks Jr. Flying Missile, The (92) D...335 Glenn Ford, Vanea Lindfors, Henry O'Neill Staggo to Tucson (82) W...334 Rod Cameron, Wayne Morris Profile Roundup (53) W...363 Gasolino Alley (77) C...301 Scotty Beckett, Jimmy Lydon Gene Autry and Mounties (70) W...351	Three Desperate Men (71) W...5009 Preston Foster, Jim Davis, Virginia Grey	Watch the Birdie (71) C...113 Red Skelton, Arlene Dahl, Ann Miller Grounds for Marriage (89) C...114 Van Johnson, Kathryn Grayson, Paula Raymond OKim (113) D...115 Errol Flynn, Dean Stockwell, Paul Lukas	Colorado Ambush (52) W...4955 Johnny Mack Brown, Lola Hall, Myron Healy Bowery Bottellon (69) C...5111 Leo Gorcey, Huntz Hall, Bowery Boys Blue Blood (72) D...4904 Bill Williams, Jane Nigh, Arthur Shields
FEBRUARY	Born Yesterday (103) C...344 Judy Holiday, William Holden, Brod. Crawford Operation X (79) D...333 Edward G. Robinson, Peggy Cummins Revenue Agent (72) D...312 Douglas Kennedy, Jean Willes, Onslow Stevens Countessy Meets Scotland (67) D...307 Yank in Korea, A (73) D...346 Ridin' the Outlaw Trail (56) W...364	Steel Helmet, The (84) D...5006 Gene Evans, Steve Brodie, James Edwards	Magnificent Yankee, The (88) D...116 Louis Calhern, Ann Harding, Edward Franz Vengeance Valley (82) SW...117 Hurt Lancaster, Robert Walker, Joanne Dru Cause for Alarm (73) D...118 Loretta Young, Barry Sullivan, Bruce Cowling	Abilene Trail (64) W...4946 Whip Wilson, Andy Clyde, Noel Neill Rhythm Inn (71) M...5115 Jane Frazee, Kirby Grant, Charles Smith Vicious Years, The (81) D...5191 Tommy Cook, Gar Moore, Sybil Merritt
MARCH	QAI Jennings of Oklahoma (79) D...327 "Q" (88) D...347 David Wayne, Howard DaSilva, Luther Adler My True Story (67) D...308 Willard Parker, Helen Walker Flomo of Stamboul (68) D...314 Texas Never Cry (70) W...352 Fort Savage Raiders (54) W...365	Mask of the Dragon (53) D...5013 Richard Travis, Sid Melton, Sheila Ryan	Three Guys Named Mike (90) C...119 Jane Wyman, Van Johnson, Howard Keel Inside Straight (87) D...123 David Brian, Arlene Dahl, Barry Sullivan QRoyal Wedding (92) M...121 Fred Astaire, Jane Powell, Peter Lawford	Navy Bound (60) C...5120 Tom Neal, Regis Toomey, Wendy Waldron Man From Sonora (54) W...5141 Johnny Mack Brown, Lyle Talbot, Lee Roberts Gypsy Fury (63) D...5192 Vanea Lindfors, Christopher Kent, R. Brent Lion Hunters, The (73) D...5109 Johnny Sheffield, Ann Todd, Morris Ankrum
APRIL	QValentino (105) D...320 Eleanor Parker, Anthony Dexter, R. Carlson QSanta Fe (89) W...330 Randolph Scott, Janis Carter, Jerome Courtland Fury of the Congo (69) D...329 Johnny Weissmuller, Sherry Mooreland Whirlwind (70) W...334 Gene Autry, Smiley Burnette	Danger Zone (56) D...5017 Hugh Beaumont, Edward Brophy, R. Travis Pier 23 (59) D...5018 Hugh Beaumont, Ann Savage	QFather's Little Dividend (81) C...124 Spencer Tracy, Joan Bennett, Elizabeth Taylor Soldiers Three (92) D...126 Walter Pidgeon, Stewart Granger, David Niven QGreat Caruso, The (109) M...127 Mario Lanza, Ann Blyth, Dorothy Kirsten	Canyon Raiders (54) W...5151 Whip Wilson, Fuzzy Knight, Phyllis Coates I Was an American Spy (85) D...AA19 Ann Dorak, Gene Evans, Douglas Kennedy
MAY	Bravo Bulls, The (108) D...321 Mel Ferrer, Miroslava, Anthony Quinn Her First Romance (73) C...338 Margaret O'Brien, Allan Martin Jr. QWhen the Redskins Rode (78) W...339 Jon Hall, Mary Castle, James Ray Smuggler's Gold (64) D...315 Cameron Mitchell, Amanda Blake Snake River Desperados (54) W...366 Charles Starrett, Smiley Burnette	Roaring City (57) D...5016 Hugh Beaumont, Richard Travis	Home Town Story (61) D...128 Donald Crisp, Jeffrey Lynn, Marjorie Reynolds Go for Broke! (93) D...129 Van Johnson, Warner Anderson	Ghost Chasers (69) C...5112 Huntz Hall, Leo Gorcey, Bowery Boys Blazing Bullets (51) W...5142 Johnny Mack Brown, Lola Hall QCavalry Scout (78) W...5101 Audrey Long, Rod Cameron, Jim Davis Nevada Badmen (58) W...5152 Whip Wilson, Fuzzy Knight, Phyllis Coates According to Mrs. Hoyle (60) D...5122 Spring Byington, Tanis Chandler, Brett King
JUNE	QOrono Doono (84) C...336 Barbara Hale, Richard Greene, Ron Randall QTexas Rangers, The (74) W...325 George Montgomery, Gale Storm China Corsair (67) D...316 Jon Hall, Lita Baran, Ron Randall Silver Canyon (70) W...335 Gene Autry, Champion Chell Davis	Kentucky Jubilee (67) C...5007 Jerry Colonna, Jean Porter, James Ellison	Night Into Morning (86) D...130 Ray Milland, John Hodiak, Nancy Davis No Questions Asked (81) D...132 Arlene Dahl, George Murphy, Barry Sullivan Excuse My Dust (82) M...133 Red Skelton, Sally Forrest, Macdonald Carey Kind Lady (78) D...134 Bette Davis, Charles Brann, A. Lansbury	Coco Manana (73) M...5116 Robert Clarke, Virginia Welles Father Takes the Air (61) C...5126 Raymond Walburn, Walter Catlett Montana Desperados (51) W...5143 Johnny Mack Brown, Lola Hall
JULY	Sirocco (98) D...348 Humphrey Bogart, Lee J. Cobb, Maria Turen QHurricane Island (72) D...349 Two of a Kind (75) D...350 Edward G. Robinson, Elizabeth Scott, Terry Moore Big Gusher (68) D...306 Wayne Morris, Preston Foster, Dorothy Patrick Bonanza Town (56) W...357 QMask of the Avenger (83) D...359 John Derek, Anthony Quinn, Joby Lawrence	G.I. Jones (62) C...5012 Jean Porter, Tom Neal, Iris Adrian Yes Sir, Mr. Bones (53) M...5019 All-Star Minstrel Show Vorleties on Parade (67) M...5020 Jackie Coogan, All-Star Revue	Strictly Dishonorable (94) D...131 Bette Davis, Joan Ligon, Richard Widmark QShow Boat (103) M...135 Kathryn Grayson, Howard Keel, Ava Gardner Law and the Lady (104) C...136 Greer Garson, Michael Wilding, Margaree Main Teresa (105) D...137 Pier Angeli, John Ericson, Patricia Collins	Yukon Monkhunt (62) D...5123 Kirby Grant, Chinocho, Hall Davis Stagecoach Driver (82) W...5153 Whip Wilson
AUGUST	Whistle of Baton Falls, The (96) D...322 Lloyd Bridges, Dorothy Gibson Never Trust a Gambler (79) D...326 Jane Carr, Gail Patrick, Tom Drake Pickup (78) D...357 Boogie Woogie (84) W...358 Charles Starrett, Smiley Burnette Chain of Circumstances (68) D...309 Richard Widmark, Margaret Ford	Lost Continent, The (82) D...5004 Omar Roemer, Hillary Brooke, Chick Chandler	QRich, Young and Pretty (95) M...138 Jane Fonda, Vic Damone, Suzanne Pleshette Tell Target, The (78) D...139 Dick Powell, Paula Raymond, Randolph Morgan Strip, The (85) D...140 Mickey Rooney, Sally Forrest, Marnie Davis	Let's Go Navy (68) C...5113 Leo Gorcey, Huntz Hall, Tom Neal Oklahoma Justice (56) W...5144 Johnny Mack Brown
SEPTEMBER	Satan's Sons (111) D...401 John Derek, Diana Ford, Susan Blum Lady and the Bandit, The (79) D...337 Loretta Young, Robert Montgomery QSunny Side of the Street (71) M...408 Paula Patton, Ray Bolger, Terry Moore Magic Face, The (80) D...402 Luther Adler, Patricia Smith Corks of Gasoline Alley (70) D...302 Hill of Death (70) M...354	Leave It to the Marines (66) C...5005 Sid Melton, Max Lenz	People Against O'Hara (105) D...201 Spencer Tracy, Joan Bennett, Diana Lynn Angels in the Outfield (102) D...202 Paul Douglas, Janet Leigh, Keenan Wynn QMr. Imperium (87) M...203 Liza Taylor, Elinor Pankau, Larry Sullivan Red Badge of Courage (69) D...204 Leta Stetter, Bill Mauldin	Wanted: Dead or Alive (59) W...5154 Whip Wilson, Andy Clyde Joe Palooka in Triple Cross (60) D...5118 Leo Gorcey, Cathy Downs Disc Jockey (80) M...AA21 Gary Sinus, Michael O'Shea, Jane Nigh
OCTOBER	QMonty Capet, The (84) C...410 Loretta Young, John Agar, Patricia Medina QMinister of War (74) D...412 Loretta Young, John Agar, Patricia Medina Man, The (87) D...407 Man of the Year (87) D...371 Loretta Young, John Agar, Patricia Medina Man of the Year (87) D...411 Man of the Year (87) D...411 Man of the Year (87) D...411	As You Were (57) C...5023 William Dean, Joe Server Highly Dangerous (88) D...5029 Jane Carr, Margaret Lockwood Sky High (60) C...5024 Sid Melton, Max Lenz QFBI Girl (84) D...5062 Loretta Young, George Brent Unknown World (84) D...5101 Bruce Wallace, Marjorie Nash	QTexas Carnival (77) C...205 Red Skelton, Esther Williams QSummer of '42 (81) D...206 Sally Forrest, Lina Borelli Man With a Clock (81) D...207 Loretta Young, Joseph Cotton QAcross the Wide Missouri (81) SW...208 Carl Gable, John Hodiak	Whistling Hills (81) W...5145 Johnny Mack Brown, James Ellison Yellow Fin (81) D...5108 Wayne Morris, Pamela O'Flynn QThe Highwayman (82) D...AA20 Philip Friend, Wanda Hendrix Elephant Stomped (71) D...5110 Johnny Sheffield, Donna Martell
NOVEMBER	QMonty Capet, The (84) C...410 Loretta Young, John Agar, Patricia Medina QMinister of War (74) D...412 Loretta Young, John Agar, Patricia Medina Man, The (87) D...407 Man of the Year (87) D...371 Loretta Young, John Agar, Patricia Medina Man of the Year (87) D...411 Man of the Year (87) D...411 Man of the Year (87) D...411	The Great Adventure (84) D...5021 Bruce Wallace, Marjorie Nash	An American in Paris (115) M...209 Gene Kelly, Leslie Caron, Oscar Levant QPandora and the Flying Dutchman (122) D...210 Ann Sheridan, James Mason Too Young to Kiss (84) C...211 Van Johnson, Jane Russell Westward the Women (84) D...212 Robert Taylor, Jeanne Lorette	Lawless Cowboys (84) W...5146 Whip Wilson QFlight to Mars (84) D...5119 Marguerite Chapman, Cameron Mitchell Crazy Over Horses (84) C...5120 Leo Gorcey, Huntz Hall The Longhorn (84) W...5121 Bill Elliott, Phyllis Coates

DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER
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PARAMOUNT	Type	Rel. No.	RKO RADIO	Type	Rel. No.	REPUBLIC	Type	Rel. No.	20TH CENTURY-FOX	Type	Rel. No.
Mr. Music (113)MC..5007 Bing Crosby, Nancy Olson, Charles Coburn									©American Guerrilla in the Philippines (105)D..032 Tyronne Power, Micheline Prele For Heaven's Sake (72)C..033 Clifton Webb, Joan Bennett, Robert Cummings		
©Branded (95)W..5009 Alan Ladd, Mona Freeman, Charles Bickford			©Vendetta (84)D..167 Faith Domergue, George Dolan, Hillary Brooke			©California Passage (90)W..5005 Forrest Tucker, Adele Mara, Jim Davis ©Trail of Robin Hood (67) ...W..4946 Roy Rogers, Penny Edwards, Gordon Jones			Mudlick, The (99)D..181 Irene Burns, Gus Gwynn, Andrew Ray Men Who Cheated Himself (81) ..D..102 Lee J. Cobb, Jane Wyatt, John Dall ©Halls of Montezuma (113)D..103 Richard Widmark, Walter Palfrey, Karl Malden		
At War With the Army (93) ..C..5014 Dean Martin, Jerry Lewis, Polly Bergen			©Hunt the Men Down (68)D..111 Mary Anderson, Gig Young, Lynne Roberts ©Low of the Badlands (60)W..113 Tim Holt, Richard Martin, Joan Dixon ©Company She Keeps, The (83) ..D..109 Elizabeth Scott, Jane Greer, Dennis O'Keefe ©Double Deal (65)D..112 Marie Windsor, Richard Denning, Fay Baker ©Gambling House (80)D..110 Victor Mature, Terry Moore, William Bendix			©Fields of Maryland (60)D..3023 Stanley Clements, Peggy Stewart, Frankie Darro ©Della Le Grand (90)D..5006 Vera Ralston, John Carroll			©Call Me Mister (95)M..104 Betty Grable, Dan Dailey, Dale Robertson ©I'd Climb the Highest Mountain (88)D..105 Susan Hayward, William Lundigan, R. Calhoun 13th Letter, The (85)D..107 Linda Darnell, Charles Boyer, Michael Rennie		
September Affair (103)D..5012 Joan Fontaine, Joseph Cotten, Jessica Tandy			©Cry Danger (79)D..115 Dick Powell, Rhonda Fleming, Richard Erdman			©Spillers of the Plains (67)W..5041 Roy Rogers, Penny Edwards, Gordon Jones			©Sword of Monte Cristo (80) ..D..106 George Montgomery, Berry Kroeger, P. Corder Lucky Nick Cain (87)D..108 George Raft, Corinne Gray, Charles Goldner ©Bird of Paradise (100)D..109 Louis Jourdan, Debra Paget, Jeff Chandler OF Men and Music (83)M..137 Artur Schnabel, Jan Peerce, Jaucha Helfetz		
©Great Missouri Raid, The (85) D..5013 Wendell Corey, Ellen Drew, MacDonald Carey			©Payment on Demand (90)D..171 Bette Davis, Barry Sullivan, Kent Taylor			©Silver City Bonanza (67)W..5051 Rex Allen, Buddy Ebsen, Mary Ellen Kay ©Cuban Fireball (78)MC..5007 Estelita Rodriguez, Warren Douglas ©Oh! Susanne (90)D..5008 Rod Cameron, Adrian Booth, Forrest Tucker ©Insurance Investigator (60)D..5026 Richard Denning, Audrey Long, Hillary Brooke ©Heart of the Rockies (67)W..5042 Roy Rogers, Penny Edwards, Gordon Jones			Kefauver Crime Invest. (92) ..D..138 You're in the Navy Now (93) ..C..110 (Rev. as U.S.S. Teakettle) Gary Cooper I Can Get It for You Wholesale (91)D..111 Dan Dailey, Susan Hayward 14 Hours (91)D..114 Paul Douglas, Richard Basehart, E. Hel Geddes		
Redhead and the Cowboy (82) D..5015 Glenn Ford, Rhonda Fleming, Alan Reed			©Terzen's Peril (79)D..172 Lex Barker, Virginia Huston, George Macready			©Thunder in God's Country (67) ..W..5052 Rex Allen, Mary Ellen Kay, Buddy Ebsen			Fellow the Sun (77)D..112 Glenn Ford, Anne Baxter, Dennis O'Keefe Rowhide (86)D..113 Tyronne Power, Susan Hayward, Hugh Marlowe ©On the Riviera (89)MC..115 Denny Kaye, Gene Tierney, Corinne Calvet		
©Meeting Season, The (101)C..5016 Gene Tierney, John Lund, Miriam Hopkins ©Samson and Delilah (128) ..D..5010 Victor Mature, Hedy Lamarr, George Sanders			©Kon-Tiki (69)D..173 Thor Heyerdahl, Knut Haugland ©Saddle Legion (60)W..117 Tim Holt, Dorothy Malone, Richard Martin ©Footlight Varieties (61)M..116 Jack Paar, Red Buttons, Leon Errol ©My Forbidden Past (70)D..114 Ava Gardner, Melvyn Douglas, Robert Mitchum			©Buckaroo Sheriff of Texas (60) W..5056 Michael Chaplin, Eileen Janssen ©In Old Amarillo (67)W..5043 Roy Rogers, Estelita Rodriguez, Penny Edwards ©Wells Fargo Gunmaster (60) ..W..5061 Allan Lane, Mary Ellen Kay ©Bullfighter and the Lady (87) D..5009 Robert Stack, Gilbert Roland, Virginia Grey ©Million Dollar Pursuit (60)D..5028 Penny Edwards, Grant Withers, Norman Budd			©Halt Angel (77)D..116 Loretta Young, Joseph Cotten, Cecil DeWalt House on Telegraph Hill (93) ..D..117 Richard Basehart, Valentina Cortese As Young As You Feel (77)C..120 Monty Woolley, Thelma Ritter, David Wayne		
Molly (83)C..5011 (Rev. as The Goldbergs) Gertrude Berg, Philip Loeb ©Quebec (85)D..5017 John Barrymore Jr., Corinne Calvet, P. Knowles Lemon Drop Kid, The (91)C..5018 Bob Hope, Marilyn Maxwell, Lloyd Nolan			©Tokyo File 212 (84)D..175 Florence Marly, Robert Peyton			©Fighting Coast Guard (86)D..5010 Brian Donley, Forrest Tucker, Ella Haines			©Meet Me After the Show (86) M..129 Betty Grable, MacDonald Carey, Rary Calhoun People Will Talk (110)C..126 Car Grant, Jeanne Crain ©Frogmen, The (96)D..122 Dana Andrews, Gary Merrill, Richard Widmark		
Appointment With Danger (90) D..5019 Alan Ladd, Jan Sterling, Phyllis Calvert ©Last Outpost, The (87)D..5020 Ronald Reagan, Rhonda Fleming, Peter Hanson			©Sealed Cargo (90)D..118 Dana Andrews, Claude Rains, Carla Balenda			©The Dakota Kid (60)W..5067 Michael Chaplin, Eileen Janssen, James Bell			Secret of Convict Lake, The (83) D..123 Glenn Ford, Gene Tierney, Ethel Barrymore No Highway in the Sky (94)D..121 James Stewart, Marlene Dietrich Mr. Belvedere Rings the Bell (88) C..124 Clifton Webb, Joanne Dru, Hugh Marlowe		
Dear Brut (82)D..5021 Mona Freeman, Edward Arnold, Billy DeWolfe Trio (92)D..5030 Jean Simmons, Michael Rennie, Anne Crawford			©Jungle Headhunters (65)D..177 Lewis Collow, All Nather East ©Hard, Fast and Beautiful (76) D..119 Claire Trevor, Sally Forrest, Carleton Young ©Best of the Badmen (84)W..176 Robert Ryan, Claire Trevor, Jack Buetel			©Rodeo King and Sonarita (67) W..5053 Rex Allen, Mary Ellen Kay, Buddy Ebsen ©Fugitive Lady (78)D..5011 Janis Paige, Blaine Baran			©Love Me After the Show (86) M..129 Betty Grable, MacDonald Carey, Rary Calhoun People Will Talk (110)C..126 Car Grant, Jeanne Crain ©Frogmen, The (96)D..122 Dana Andrews, Gary Merrill, Richard Widmark		
©Passage West (80)W..5022 John Payne, Arleen Whelan, Dennis O'Keefe Ace in the Hole (112)D..5023 Kirk Douglas, Jan Sterling, Porter Hall			©Happy Go Lovely (88)M..262 David Niren, Vers-Ellen, Cesar Romero ©Alice in Wonderland (75)D..291 (Walt Disney cartoon) Lilli Marlene (85)D..203 Lisa Danely, Hugh McDermott			©This Is Korea (50)Doc..5127 ©Fort Dodge Stampede (60)W..5062 Allan "Rocky" Lane, Mary Ellen Kay			Desert Fox, The (88)D..130 James Mason, Jessica Tandy Journey into Light (87)D..132 Sterling Hayden, Viveca Lindfors No Highway in the Sky (94)D..121 James Stewart, Marlene Dietrich ©Love Me After the Show (86) M..129 Betty Grable, MacDonald Carey, Rary Calhoun		
Peking Express (85)D..5024 Joseph Cotten, Corinne Calvet, Edmund Owen That's My Boy (100)C..5026 Dean Martin, Jerry Lewis, Ruth Hussey ©Warpeth (95)D..5025 Edmond O'Brien, Dean Jagger, Forrest Tucker			©Flying Leathernecks (102)D..261 John Wayne, Robert Ryan, Janis Carter Roadblock (73)D..204 Charles McGraw, Joan Dixon Pistol Harvest (60)W..205 Tim Holt, Joan Dixon ©His Kind of Woman (120)D..201 Robert Mitchum, Jane Russell, Vincent Price			©Arizona Manhunt (60)W..5068 Michael Chaplin, Eileen Janssen ©Havana Rose (77)D..5124 Estelita Rodriguez, Hugh Herbert			Let's Make It Legal (..)C..51		
Here Comes the Groom (114) ..C..5101 Bing Crosby, Jane Wyman, Franchot Tone Place in the Sun, A (122)D..5102 Montgomery Clift, Elizabeth Taylor Rhubarb (94)C..5103 Ray Milland, Jan Sterling, Gene Lockhart			©On the Loose (74)D..202 Joan Evans, Melvyn Douglas			©Adventures of Cpt. Fablen (100) D..5101 Karl Fink, Micheline Prele ©Sea Hornet (84)D..5102 Rod Cameron, Adele Mara ©Utah Wagon Train (..)W..5054 Rex Allen, Penny Edwards ©South of Caliente (..)W..5151 Roy Rogers, Dale Evans			©Love Me After the Show (86) M..129 Betty Grable, MacDonald Carey, Rary Calhoun People Will Talk (110)C..126 Car Grant, Jeanne Crain ©Frogmen, The (96)D..122 Dana Andrews, Gary Merrill, Richard Widmark		
©Crosswinds (93)D..5104 John Payne, Rhonda Fleming Darling, How Could You! (96) ..C..5108 Joan Fontaine, John Lund			©Rocket, The (60)D..203 Robert Mitchum, Elizabeth Scott			©Moneychills (..)C..51 Judy Canova, Eddie Foy Jr.			©Love Me After the Show (86) M..129 Betty Grable, MacDonald Carey, Rary Calhoun People Will Talk (110)C..126 Car Grant, Jeanne Crain ©Frogmen, The (96)D..122 Dana Andrews, Gary Merrill, Richard Widmark		
Detective Story (103)D..5105 Kirk Douglas, Eleanor Parker, W. Bendix Submarine Command (87)D..5106 William Holden, Nancy Olson, W. Bendix ©When Worlds Collide (81)D..5107 Richard Derr, Barbara Rush, J. Hoyt			©Slaughter Trail (..)D..5108 Brian Donley, Virginia Grey ©Two Tickets to Broadway (..) ..M..5109 Janet Leigh, Tony Martin I Want You (..)D..5110 Farley Granger, Dorothy McGuire						©Love Me After the Show (86) M..129 Betty Grable, MacDonald Carey, Rary Calhoun People Will Talk (110)C..126 Car Grant, Jeanne Crain ©Frogmen, The (96)D..122 Dana Andrews, Gary Merrill, Richard Widmark		

FEATURE CHART

	UNITED ARTISTS	UNIVERSAL-INT'L	WARNER BROS.	FOREIGN FILMS
DECEMBER	Golden Salamander, The (96) .D..271 Anouk, Trevor Howard, Herbert Lom	Undercover Girl (83) .D..103 Alexis Smith, Scott Brady, Gladys George Mystery Submarine (78) .D..106 Maria Toren, Macdonald Carey, Robert Douglas Prelude to Fome (78) .MD..180 Guy Rolfe, Kathleen Byron, Jeremy Spencer	Breakthrough (91) .D..010 David Brian, John Agar, Frank Lorejoy	AUSTRALIA Blister Springs (73) .9-29-51 (Bell) Chips Rafferty, Tommy Trinder
JANUARY	Wicked City, The (76) .D..206 Maria Montez, Lilli Palmer, J. P. Aumont Mister Universe (79) .C..208 Jack Carson, Janis Paige, Bert Lahr Korea Patrol (57) .D..211 Richard Emory, Benson Fong, Teri Doni Sun Sets at Dawn, The (71) .D..046 Walter Reed, Sally Parr, Philip Shaw	Frenchie (60) .W..108 Joel McCrea, Shelley Winters, Paul Kelly Harvey (104) .C..107 James Stewart, Peggy Dow, Josephine Hull Under the Gun (83) .D..109 Richard Conte, Audrey Totter, Sam Jaffe	Dollars (94) .SW..011 Gary Cooper, Ruth Roman, Steve Cochran Highway 301 (83) .D..012 Steve Cochran, Virginia Grey, Gaby Andre	BRITAIN Alice in Wonderland (80) .8-18-51 (Sovaine) .Carol Marsh, Stephen Murray Another Shore (77) .3-17-51 (Pentagon) .Robert Beatty, M. Lister Appointment With Crime (90) 3-17-51 (Four Continents) .W. Hartnell, R. Beatty Blackmalled (73) .9-29-51 (Bell) Male Zetterling, Dirk Bogarde Chance of a Lifetime (90) .2-17-51 (Ballentine) .Basil Redford, B. Miles Exchange Girl (83) .8-18-51 (Films Int'l) .Michael Rennie, Yolande Donlan Her Panell Door (84) .9-29-51 (Sovaine) Phyllis Calvert, Helen Cherry Hue and Cry (82) .1-20-51 (Fine Arts) .Alastair Sim, Jack Warner Inheritance, The (90) .3-10-51 (Fine Arts) Jean Simmons, Derrick DeMarney It's Hard to Be Good (93) .1-13-51 (Pentagon) .Jimmy Hanley, Anne Crawford Jacqueline Misbehaves (76) .2-17-51 (Ellis) .Hugh Williams, Carla Lehmann
FEBRUARY	They Were Not Divided (102) .D..275 Edward Underdown, Ralph Clanton	Tomahawk (82) .SW..110 Van Heflin, Yvonne DeCarlo, Preston Foster Target Unknown (90) .D..111 Mark Stevens, Don Taylor, Joyce Holden Operation Disaster (101) .D..113 John Mills, Richard Attenborough, Helen Cherry Bedtime for Bonzo (83) .C..112 Ronald Reagan, Diana Lynn, Walter Slezak	Storm Warning (91) .D..014 Ginger Rogers, Ronald Reagan, Doris Day	Enforcer, The (88) .D..015 Humphrey Bogart, Zero Mostel, Ted de Corsia
MARCH	Blue Lamp, The (84) .D..016 Jack Warner, Jimmy Hanley, Dirk Bogarde Naughty Aristos (86) .C..226 My Outlaw Brother (80) .D..209 (Rev. as My Brother, the Outlaw) Second Women, The (91) .D..639 Robert Young, Betsy Drake, John Sutton Circle of Danger (85) .D..207 Ray Milland, Patricia Hec, Marius Goring So Long at the Fair (85) .D..270	Abbott and Costello Meet the Invisible Man (82) .C..116 Bud Abbott, Lou Costello, Nancy Guild Groom Wore Spurs, The (81) .C..114 Ginger Rogers, Joan Davis, Jack Carson Air Cadet (94) .CD..115 Stephen McNally, Alex Nicol, Gail Russell	Sugarfoot (80) .WD..016 Randolph Scott, Adele Jergens, Raymond Massey Lightning Strikes Twice (91) .D..019 Ruth Roman, Richard Todd, M. McCambridge	Lullaby of Broadway (91) .M..020 Doris Day, Gene Nelson, S. Z. Sakall
APRIL	Badman's Gold (56) .W..262 Scarf, The (86) .D..644 Long Dark Hell, The (87) .D..214 Rex Harrison, Lilli Palmer Queen for a Day (107) .D..645 When I Grew Up (90) .D..215 Skipalong Rosenbloom (73) .W..213 Max Rosenbloom, Max Baer, Jackie Coogan Oliver Twist (105) .D..216 Man From Planet X (72) .D..647	Up Front (92) .C..110 David Wayne, Tom Ewell, Marina Retti Double Crossbones (76) .MC..119 Donald O'Connor, Helena Carter, Will Geer Ma and Pa Kettle Back on the Farm (80) .C..117 Marjorie Main, Percy Kilbride, Meg Randall	Rotten Pass (84) .W..021 Dennis Morgan, Patricia Neal, Steve Cochran	Only the Valiant (105) .SW..022 Gregory Peck, Barbara Payton, Ward Bond
MAY	Try and Get Me (92) .D..643 (Rev. as Sound of Fury) Frank Lorejoy First Legion, The (86) .D..648 Charles Boyer, Lyle Bettger, Leo G. Carroll Odette (100) .D..652 Anna Neagle, Trevor Howard, Marius Goring Provler, The (92) .D..650 Van Heflin, Evelyn Keyes, John Maxwell	Fat Man, The (77) .D..120 J. Scott Smart, Rock Hudson, Julie London Katie Did It (81) .C..122 Ann Blyth, Mark Stevens, Cecil Kellaway Smuggler's Island (75) .D..121 Jeff Chandler, Evelyn Keyes, Philip Friend	I Was a Communist for the FBI (84) .D..023 Frank Lorejoy, Dorothy Hart, Philip Carey	Goodbye, My Fancy (107) .C..024 Joan Crawford, Robert Young, Frank Lorejoy
JUNE	Fabulous (96) .D..651 Michele Morgan, Henri Vidal Man With My Face, The (75) .D..659 Barry Nelson, Lynn Ashley Three Steps North (85) .D..657 Lloyd Bridges, Lea Padovani, Aldo Fabrizi	Apoche Drums (75) .W..123 Stephen McNally, Coleen Gray, Willard Parker Hollywood Story (77) .D..124 Richard Conte, Henry Hull, Julia Adams	Along the Great Divide (88) .SW..025 Kirk Douglas, Virginia Mayo, John Agar	Inside Walls of Folsom Prison (87) .D..026 Steve Cochran, David Brian, Philip Carey
JULY	He Ran All the Way (78) .D..646 John Garfield, Shelley Winters Cyranos de Bergerac (113) .D..660 Jose Ferrer, Mala Powers, William Prince Hoodlum, The (61) .D..653 Lawrence Tierney, Allene Roberts	Francis Goes to the Races (88) .C..125 Donald O'Connor, Piper Laurie Prince Who Was a Thief (87) .D..126 Tony Curtis, Piper Laurie, Cecil Kellaway Comin' Round the Mountain (77) .C..127 Bud Abbott, Lou Costello, Dorothy Ebb	Fort Worth (80) .SW..028 Randolph Scott, David Brian, Phyllis Thaxter	On Moonlight Bay (95) .M..029 Doris Day, Gordon MacRae, Jack Smith
AUGUST	Pardon My French (81) .C..649 Paul Henreid, Merle Oberon Four in a Jeep (97) .D..1139 Vivica Lindfors, Ralph Meeker New Mexico (84) .D..649 Lew Ayres, Marilyn Maxwell St. Benny, the Dip (81) .C..658 Dick Haymes, Nina Foch Two Girls and a Guy (70) .C..654 Janis Paige, Robert Alda	Iron Man (82) .D..130 Jeff Chandler, Evelyn Keyes, Stephen McNally Mark of the Renegade (81) .D..129 Ricardo Montalban, Cyd Charisse Cattle Drive (77) .W..128 Joel McCrea, Dean Stockwell, Leon Ames	Captain Horatio Hornblower (117) .D..030 Gregory Peck, Virginia Mayo	Jim Thorpe—All American (105) D..101 Burt Lancaster, Charles Bickford, P. Thaxter
SEPTEMBER	Obsessed (77) .D..1188 David Farrar, Geraldine Fitzgerald Gold Raiders (..) .D..1172 George O'Brien, Kathleen Ryan Mister Drake's Duck (81) .C..655 Douglas Fairbanks Jr., Yolande Donlan	Little Egypt (82) .CD..131 Rhonda Fleming, Mark Stevens, Nancy Guild You Never Can Tell (78) .D..132 Dick Powell, Peggy Dow, Joyce Holden Thunder on the Hill (84) .D..133 Claudette Colbert, Ann Blyth	Force of Arms (100) .D..102 William Holden, Nancy Olson, Frank Lorejoy	Tomorrow Is Another Day (90) .D..103 Ruth Roman, Steve Cochran
OCTOBER	Hotel Sahara (87) .D..1143 Yvonne DeCarlo, Peter Ustinov Mr. Peck-A-Boo (74) .C..1146 Joan Greenwood	Lady From Texas (78) .D..136 Howard Duff, Mona Freeman Reunion in Reno (80) .C..135 Mark Stevens, Peggy Dow Golden Horde, The (76) .D..134 David Farrar, Ann Blyth	Painting the Clouds With Sunshine (87) .M..103 Dennis Morgan, Virginia Mayo	Come Fill the Cup (113) .D..106 James Cagney, James Gleason
NOVEMBER	Tom Brown's Schooldays (..) .D.. Robert Newton, Diana Wynyard Fort Defiance (..) .D.. Dane Clark, Ben Johnson	Lady Pays Off, The (..) .D.. Linda Darnell, Stephen McNally Raging Tide, The (..) .D.. Shelley Winters, Richard Conte	Close to My Heart (90) .D..107 Ray Milland, Gene Tierney Tanks Are Coming, The (..) .D..108 Steve Cochran, Eve Miller	MEXICO Rancho Grande (97) .5-19-51 (Azteca) .Jorge Negrete, Ticio Calzadon

Short subjects, listed by company, in order of release. Running time follows title. First date is national release, second the date of review in BOXOFFICE. Symbol between dates is rating from BOXOFFICE rowlow. + Very Good. = Good. ± Fair. - Poor. = Very Poor. © Indicates color photography.

SHORTS CHART

Columbia

Prod. No.	Title	Rel. Date	Rating	Rev'd
ASSORTED COMEDIES				
3414	Wedding Yells (16)	2-8-51	+	3-10
3424	Wine, Women and Bong (15½)	2-22-51	+	3-31
3415	Blonde Alom Bomb (17)	3-8-51	+	4-14
3425	The Awful Sleuth (16)	4-19-51	±	5-5
3416	Fun on the Run (16)	5-10-51	±	5-26
3426	Woo Woo Blues (16)	7-2-51	+	7-21
1951-52 SEASON				
4411	Pleasure Treasure	9-10-51
CANDID MICROPHONE				
(One-Reel Specials)				
3553	Subject No. 3 (10½)	2-15-51	+	3-17
3554	Subject No. 4 (11)	4-12-51	+	4-14
3555	Subject No. 5 (10½)	6-14-51	±	6-23
3556	Subject No. 6 (10)	8-15-51
CAVALCADE OF BROADWAY				
3653	Havana Madrid (10)	4-12-51	+	5-5
3654	New York After Midnight (11)	6-28-51	+	7-21
COLOR FAVORITES				
(Technicolor Reissues)				
3606	The Carpenters (8)	2-8-51	+	3-31
3607	Poor Little Butterfly (8)	3-15-51	±	4-14
3608	Jitterbug Knights (7½)	4-15-51	±	6-9
3609	Birds in Love (8)	5-17-51	±	6-23
3610	Air Hostess (8)	6-21-51	±	7-21
3611	The Egg Hunt (7½)	7-26-51	±
3612	Merry Manikins (8)	8-23-51
1951-52 SEASON				
4601	The Horse on the Merry-Go-Round (7)	9-13-51
COMEDY FAVORITES				
(Reissues)				
3434	Champ's a Champ (19)	2-15-51	+	3-17
3435	General Nutsance (18)	4-12-51	±	5-5
3436	Phony Cronies (16½)	6-14-51	±	6-30
1951-52 SEASON				
4431	She's Off Mine (..)	9-20-51
JOLLY FROLICS				
(Technicolor)				
3503	Family Circus (6½)	6-28-51	+	6-23
1951-52 SEASON				
4501	Georgie and the Dragon (7)	9-27-51
MR. MAGOO				
(Technicolor)				
3703	Barefaced Flatfoot (7)	4-26-51	+	5-5
MUSIC TO REMEMBER				
3751	Borodin's Prince Igor and Polovetsian Dances (9½)
3752	Tchaikovsky's Nutcracker Suite (9½)
3753	Tchaikovsky's Piano Concerto in B-Flat Minor (10)
3754	Grieg's Peer Gynt Suite (9½)
3755	Tchaikovsky's 1812 Overture (11)
3756	Tchaikovsky's Swan Lake Ballet (10)
SCREEN SNAPSHOTS				
3856	Jimmy McHugh's Song Party (10½)	3-22-51	±	4-14
3857	Hollywood Memories (9)	4-19-51	±	5-5
3858	Hollywood Awards (9½)	5-17-51	±	6-23
3859	Hollywood Pia Thewards (9½)	6-21-51	±	7-21
3860	The Great Director (9)	7-19-51
1951-52 SEASON				
4851	Hollywood at Play (10½)	9-13-51
STOOGES COMEDIES				
3406	Baby Sitter's Jitters (16)	3-1-51	+	3-17
3407	Don't Throw That Knife (16)	5-3-51	±	5-26
3408	Scrambled Eggs (16)	7-5-51	±	7-21
1951-52 SEASON				
4401	Merry Mavericks (..)	9-6-51
TWO-REEL SPECIALS				
3440	A Day With the FBI (19)	7-21-51	+	5-26
VARIETY FAVORITES				
3954	Brokers Follies (11)	2-22-51	+	3-31
1951-52 SEASON				
4951	Nero Morales & Orch (..)	9-20-51
WORLD OF SPORTS				
3805	Army's All-American (10)	2-22-51	+	3-31
3806	Quebec Sports Holiday (8½)	4-12-51	±	5-5
3807	Mr. Tennis (9)	4-26-51	±	5-26
3808	Future Major Leaguers (11)	5-31-51	±	6-23
3809	Sunshine Sports (10)	6-28-51	±	7-21
3810	Anglers Aweigh (10)	7-26-51
1951-52 SEASON				
4801	The Willie Hoppe Story (..)	9-22-51
SERIALS				
3140	Overland With Kit Carson 15 Chapters (reissue)	2-15-51	+	3-10
3160	Roar of the Iron Horse 15 Chapters	5-31-51	+	6-2
1951-52 SEASON				
3180	Mysterious Island 15 Chapters	9-13-51	+	10-13

Metro-Goldwyn-Mayer

Prod. No.	Title	Rel. Date	Rating	Rev'd
CARTOONS				
(Technicolor)				
W-239	Cock-a-Doodle Dog (7)	2-10-51	+	2-10
W-241	Daredevil Droopy (6)	3-31-51	±	5-12
W-243	Droopy's Good Deed (7)	5-5-51	±	5-26
W-245	Symphony in Slang (7)	6-16-51	±	5-26
1950-51 SEASON				
W-331	Slicked-Up Pup (6)	9-8-51	+	10-13
W-332	Car of Tomorrow (6)	9-22-51	+	10-13
W-333	Nitwitty Kitty (7)	10-8-51	+	10-13
GOLD MEDAL REPRINTS				
(Technicolor)				
W-263	Million Dollar Cat (7)	2-24-51	+	2-3
W-264	The Shooting of Dan McGoo (8)	4-14-51	±	5-12
W-265	Gallopin' Gals (7)	6-2-51	±	5-26
W-266	The Bodyguard (7)	8-4-51
1950-51 SEASON				
W-361	Puttin' On the Dog (7)	10-20-51	+	10-13
PEOPLE ON PARADE				
(Technicolor)				
P-212	Voices of Venice (8)	2-3-51	+	4-14
P-213	Springtime in Netherlands (9)	4-21-51	±	6-2
P-214	Land of Zinder Zee (9)	4-28-51	±	6-2
P-215	Word for the Greeks (6)	5-12-51
P-216	Romantic Riviera (9)	6-23-51
P-217	Glimpses of Morocco and Algiers (8)	8-4-51	±	10-13
P-218	Visiting Italy (8)	8-25-51	±	10-13
PETE SMITH SPECIALTIES				
S-256	Sky Skiers (6)	2-17-51	+	2-3
S-257	Fixin' Fool (8)	3-24-51	±	4-14
S-258	Camera Sleuth (10)	4-28-51	±	5-12
S-259	Bargain Bait (9)	6-16-51	±	5-26
S-260	Bargain Madness (9)
1950-51 SEASON				
S-351	Football Thrills No. 14 (..)	9-1-51	+	10-13
S-352	That's What You Think (..)	10-13-51
TOM & JERRY CARTOONS				
(Technicolor)				
W-240	Jerry and the Goldfish (7)	3-3-51	±	4-14
W-242	Jerry's Cousin (7)	4-7-51	±	5-12
W-244	Sleepy-Time Tom (7)	5-26-51	±	6-2
W-246	His Mouse Friday (7)	7-7-51
Paramount				
Prod. No.	Title	Rel. Date	Rating	Rev'd
CASPER CARTOONS				
B10-3	Boo Boo Baby (8)	3-30-51	+	3-17
B10-4	To Boo or Not to Boo (7)	6-8-51	±	6-30
B10-5	Boo Scout (8)	7-27-51	±	7-14
B10-6	Casper Comes to Clown (8)	8-10-51	±	9-8
CHAMPIONS				
(Reissues)				
Z11-1	Anvil Chorus Girl (7)	10-5-51	±	9-8
Z11-2	Spinach Packer Popeye (7)	10-5-51	±	9-15
Z11-3	She Sick Sailors (6)	10-5-51	±	9-8
Z11-4	For Better or Nurse (7)	10-5-51	±	9-15
GRANTLAND RICE SPORTLIGHTS				
R10-6	Ten Flight Tumblers (10)	1-12-51	±	2-24
R10-7	Isle of Sport (10)	2-16-51	±	3-17
R10-8	Big Little Leaguers (9)	3-16-51	±	4-21
R10-9	Jumping Off Place (10)	5-11-51	±	5-19
R10-10	Close Decisions (10)	5-25-51	±	7-14
R10-11	City of Ball Tossers (10)	6-22-51	±	7-21
R10-12	Follow the Game Trails (10)	7-20-51	±	7-21
1951-52 SEASON				
R11-1	Allen's Animal Kingdom (..)	10-5-51
NOVELTOONS				
(Technicolor)				
P10-4	One-Quack Mind (7)	1-12-51	±	2-24
P10-5	Mice Paradise (7)	3-9-51	±	3-24
P10-6	Hold the Lion, Please (7)	4-27-51	±	4-14
P10-7	Land of Lost Watchers (9)	5-4-51	±	5-19
P10-8	As the Crow Lies (6)	6-1-51	±	7-28
P10-9	Silly as Some Redskin (7)	7-6-51	±	7-21
P10-10	Party Smarty (8)	8-3-51	±	9-8
P11-1	Cat-Choo (..)	10-14-51
P11-2	Audrey the Ralemaker	10-26-51

PACEMAKERS

K10-4	Music Circus (11).....	2-2-51	+	2-24
K10-5	Kids and Pets (11).....	3-23-51	±	4-14
K10-6	The Littlest Export (10).....	4-13-51	±	5-19
1951-52 SEASON				
K11-1	Way Out West in Florida (10).....	10-5-51
K11-2	Mermaid Bay (9).....	10-5-51
1951-52 SEASON				
POPEYE CARTOONS				
(Technicolor)				
E10-4	Vacation With Play (7).....	1-26-51	+	3-10
E10-5	Thrill of Fair (7).....	4-20-51	±	4-14
E10-6	Alpine for You (7).....	5-18-51	±	5-19
E10-7	Double Cross Country Race (7).....	6-15-51	±	6-30
E10-8	Pilgrim Popeye (7).....	7-13-51	±	7-14
1951-52 SEASON				
E11-1	Let's Stalk Spinach (..).....	10-19-51
SCREEN SONGS				
(Color)				
X10-3	Tweet Music (7).....	2-9-51	+	3-10
X10-4	Drippy Mississippi (7).....	4-13-51	±	4-14
X10-5	Miners Forty Miners (7).....	5-18-51	±	5-19
X10-6	Sing Again of Michigan (7).....	6-29-51	±	7-14
THE MOVIES AND YOU				
T10-2	The Cinematographer (10).....	1-15-51	±	1-20
RKO Radio				
Prod. No.	Title	Rel. Date	Rating	Rev'd
COMEDY SPECIALS				
13,403	Newlywed's Boarder (15).....	1-19-51	±	5-5
13,404	Tin Horn Troubadours (16).....	3-16-51	±	2-10
13,405	Newlywed's Easy Payments (15).....	5-11-51	±	2-10
13,406	From Rages to Riches (15).....	7-6-51	±	9-1
DISNEY CARTOONS				
(Technicolor)				
14,107	Lion Down (7).....	1-5-51	+	1-13
14,108	Chicken in the Rough (7).....	1-19-51	±	3-10
14,109	Cold Storage (7).....	2-9-51	±	2-24
14,703	Merbabies (9) (reissue).....	2-23-51
14,110	Dumbo Duck (7).....	3-2-51	±	4-21
14,111	Home Made Home (7).....	3-23-51	±	5-5
14,112	Corn Chips (7).....	4-6-51	±	6-9
14,704	The Practical Pig (8) (reissue).....	4-20-51
14,113	Cold War (7).....	4-21-51	±	6-2
14,114	Plutopia (7).....	5-18-51	±	6-9
14,115	Test Pilot Donald (7).....	6-8-51	±	6-23
14,116	Tomorrow We Die (7).....	6-29-51	±	6-23
14,705	Polar Trappers (8) (reissue).....	7-6-51	±	7-21
14,117	A Lucky Number (7).....	7-20-51	±	6-23
14,118	R'Coon Denny (7).....	8-10-51	±	6-23
14,706	Old Mill (9), reissue.....	8-24-51	±	9-8
LEON ERROL COMEDIES				
13,703	Chinatown Champ (16).....	1-26-51	±	3-10
13,704	Punchy Pancho (16).....	3-30-51	±	2-3
13,705	One Wild Night (17).....	5-25-51	±	6-2
13,706	Deal Me In (16).....	8-3-51
MY PAL SERIES				
13,202	Pal's Gallant Journey (22).....	2-16-51	±	2-24
PATHE SPORTSCOPES				
14,305	Canadian Snow Fun (8).....	1-12-51	±	2-24
14,306	Big House Rodeo (8).....	2-9-51	±	6-2
14,307	The Big Shoot (8).....	3-9-51	±	4-21
14,308	Stammin' Sammy Snead (9).....	4-6-51	±	6-2
14,309	First Lady of the Turf (8).....	5-4-51	±	6-2
14,310	Ted Williams (8).....	6-1-51	±	6-2
14,311	Take Tensho (8).....	6-29-51	±	7-23
14,312	Rainbow Chasers (8).....	7-27-51	±	9-1
14,313	Bride Belle (8).....	8-24-51
SCREENLINERS				
14,206	Movie Oldies (9).....	1-26-51	±	3-10
14,207	Lifeguard (8).....	2-23-51	±	4-21
14,208	Flying Padre (9).....	3-23-51	±	5-5
14,209	Your Fate Is in Your Hands (8).....	4-20-51	±	6-2
14,210	Florida Cowhands (9).....	5-18-51	±	6-2
14,211	Card Sharp (9).....	6-15-51	±	7-14
14,212	Cleopatra's Playground (9).....	7-13-51	±	9-1
14,213	Antique Antics (8).....	8-10-51	±	9-1
THIS IS AMERICA				
13,108	Ahline to Anywhere (16).....	1-5-51	±	2-3
13,106	Love Star Roundup (15).....	2-2-51	±	4-21
13,107	Cruise Ship (16).....	3-2-51	±	4-21
13,108	Day at the Fight (16).....	3-30-51	±	5-19
13,109	MacArthur Story (16).....	4-27-51	±	4-14

SHORTS CHART

5308 Eddie Peabody & Sonny Burke's Orch. (15)... 5-23-51 + 6-9
6309 Sportsmen and Ziggy Elman's Orch. (15)... 6-13-51 + 5-12
6310 Teresa Brewer and Firehouse Five Plus Two (15) 6-27-51 + 6-30

TWO-REEL SPECIALS

S-260 Bargain Madness (9)... 7-14-51

TECHNICOLOR CARTUNES

(Reissues)

6324 Dippy Diplomat (7)... 1-15-51 + 3-17
6325 Adventures of Tom Thumb (7) 2-12-51 + 3-10
6326 Woody Dines Out (7)... 3-19-51 + 3-24
6327 Andy Panda Goes Fishing (7) 4-23-51 + 5-19
6328 Springtime Serenade (7) 5-14-51 ± 5-12
6329 Jungle Jive (7) 6-18-51 + 6-23
6330 Who's Cookin' Who? (7) 7-16-51
6331 Pled Piper of Basin Street (7) 8-20-51
6332 100 Pygmies and Andy Panda (7) 9-17-51
6333 The Fox and the Rabbit (7) 10-15-51

VARIETY VIEWS

6341 Battle of the Bulge (9) 1-22-51 + 2-17
6342 Brooklyn Goes to Beantown (9) 2-19-51 + 2-17
6343 Springboard to Fame (9) 3- 5-51 ± 3-24
6344 Hickory Holiday (9) 4-30-51 ± 5-19
6345 Flimpy Business (9) 5-21-51 + 6-9
6346 Clubby Cub (9) 6-18-51 + 5-12
6347 Romeo Land (9) 8- 6-51 + 7-21
6348 Monkey Island (9) 9-10-51 ± 7-14

WOODY WOODPECKER CARTUNES

(Technicolor)

6351 Puny Express (7) 1-22-51 + 2-10
6352 Sleep Happy (7) 3-26-51 + 4-21
6353 Wicket Wackey (7) 5-28-51 ± 5-12
6354 Sling Shot 666 (7) 7-23-51 + 6-30
6355 Redwood Sap (7) 10- 1-51 ± 9-15
6356 Woody Woodpecker Polka (7) 10-29-51 + 9-15

Warner Bros.

Prod. No. Title Rel. Date Rating Rev'd

BLUE RIBBON HIT PARADE

(Technicolor Reissues)

7305 Duck Soup to Nuts (7) 1- 6-51
7306 Flowers for Madame (7) 2- 3-51
7307 Life With Feathers (7) 3- 3-51
7308 Peck Up Your Troubles (7) 3-24-51 + 4-21
7309 Odor-Abie Kitty (7) 4-21-51
7310 Book Revue (7) 5-19-51
7311 Stagefright (7) 6-23-51
7312 Slough Me (7) 7-21-51
7313 The Stupid Cupid (7) 9- 1-51

1951-52 SEASON

8301 Holiday for Shoestring (..) 9-15-51
8302 Lady in Red (..) 10-13-51

BUGS BUNNY SPECIALS

(Technicolor)

7720 Hare We Go (7) 1- 6-51 + 2-17
7721 Rabbit Every Monday (7) 2-10-51 + 4-21
7722 Bunny Hugged (7) 3-10-51 + 4-21
7723 Fair-Haired Hare (7) 4-14-51 + 6-2
7724 Rabbit Fire (7) 5-19-51 + 6-30
7725 French Rarebit (7) 6-30-51
7726 His Hare Raising Tale (7) 8-11-51 + 9-8

1951-52 SEASON

8723 Ballot Box Funny (..) 10- 6-51

FEATURETTES

7103 Ace of Clubs (20) 1-27-51
7104 Rearing Guns (19) 3-31-51
7105 Hunting the Hard Way (20) 5-26-51
7106 Law of the Badlands (20) 8- 4-51

1951-52 SEASON

8101 The Knife Thrower (..) 9-29-51

HIT PARADE OF GAY NINETIES

7804 Childhood Days (10) 2-10-51
7805 In Old New York (9) 4-28-51
7806 Musical Memories (9) 6-30-51

JOE McDOAKES COMEDIES

7403 So You Want to Be a Handyman (10) 1-13-51 ± 1-27
7404 So You Want to Be a Cowboy (10) 4-14-51 ± 5-26
7405 So You Want to Be a Paperhanger (10) 6- 2-51 + 7-14
7406 So You Want to Buy a Used Car (10) 7-28-51 ± 9-8

1951-52 SEASON

8401 So You Want to Be a Bachelor (..) 9-22-51

MERRIE MELODIES

(Color)

7706 A Fox in a Fix (7) 1-20-51 + 3-31
7707 Canned Feud (7) 2- 3-51
7708 Putty Tat Trouble (7) 2-24-51 + 4-14
7709 Corn Plastered (7) 3- 3-51 + 4-21
7710 Sentimental Romeo (7) 3-24-51 + 4-28
7711 A Bone for a Bone (7) 4- 7-51 + 6-9
7712 Hound for Trouble (7) 4-28-51 + 6-2
7713 Early to Bet (7) 5-12-51 + 6-9
7714 Room and Bird (7) 6- 2-51 + 7-14
7715 Chow Hound (7) 6-16-51 + 7-14
7716 Wearing of the Grin (7) 7-14-51
7717 Lephorn Swoggled (7) 7-28-51 + 9-15
7718 Cheese Chasers (7) 8-25-51 + 9-8

1951-52 SEASON

8701 Lovelorn Lephorn (..) 9- 8-51
8702 Tweety's S.O.S. (..) 9-22-51
8703 A Bear for Punishment (..) 10-20-51

SPORTS PARADE

(Technicolor)

7504 Ski in the Sky (10) 1-13-51 + 3-31
7505 Will to Win (10) 2-24-51 + 4-14
7506 Rocky Eden (10) 4- 7-51 + 5-26
7507 Hawaiian Sports (10) 5-12-51 + 6-9
7508 Birds and Beasts Were There (10) 6-16-51 + 6-30
7509 Making Mounties (10) 7-14-51 + 9-15
7510 Kings of the Outdoors (10) 8-18-51

1951-52 SEASON

8501 Art of Archery (..) 10- 6-51

TECHNICOLOR SPECIALS

7004 My Country 'Tis of Thee (20) 2-17 + 2-10
7005 Neighbor Next Door (20) 3-17-51 + 4-28
7006 Stranger in the Lighthouse (20) 5- 5-51 + 6-2
7007 Sons of the Plains (19) 6- 9-51 + 6-30
7008 Enchanted Islands (20) 8- 4-51 + 9-8

1951-52 SEASON

8001 Winter Wonders (..) 9- 8-51
8002 Ride, Cowboy, Ride (..) 10-27-51

VITAPHONE NOVELTIES

7604 Animal Antics (10) 1-20-51 + 3-31
7605 Horse-Hide Heroes (10) 3-10-51 + 4-28
7606 Anything for Laughs (10) 4-21-51 ± 6-2
7607 World of Kids (10) 6-23-51 + 6-30
7608 Disaster Fighters (10) 8-11-51 + 9-8

1951-52 SEASON

8601 To Bee or Not to Bee (..) 9-15-51
8602 Lighter Than Air (..) 10-20-51

MELODY MASTERS BAND

8601 U.S. Army Band (..) 10-13-51

MISCELLANEOUS

Prod. No. Title Rel. Date Rating Rev'd

Monogram

LITTLE RASCALS

(Reissues)

4981 Little Papa (19) 1- 5-51
4982 Pooch, The (21) 1-20-51

Republic

SERIALS

5082 Flying Disc Man From Mars 3-17-51
12 Chapters
5083 Perils of the Darkest Jungle 6- 9-51
12 Chapters (reissue)
5084 Don Daredevil Rides Again 12 Chapters

THIS WORLD OF OURS

(Tricolor)

5071 London (9) 1-15-51
5072 Portugal (9) 2-15-51
5073 Spain (9) 3-15-51
5074 England (9) 4-15-51
5075 Hawaii (9) 5-15-51
5076 Greece (9) 6-15-51

1951-52 SEASON

5085 Belgium (9) 7-15-51
5086 Switzerland (9) 9- 1-51

Independents

Mystery of the Flying Saucers (8) Hoffberg 1-20
The Village Tale (35) Palestine Films 1-27
Salzburg Fiesta (12½) Hoffberg 5- 5
The Beautiful Blue Danube (12½) Hoffberg 5- 5
Polkas (12½) Hoffberg 5- 5
United Nations Screen Magazine No. 5 (10) UN 5-12
United Nations Screen Magazine No. 6 (10) UN 5-12
United Nations Screen Magazine No. 8 (10) UN 5-12
W. B. Yeats—A Tribute (24) Brandon Films 6-9

SHORTS REVIEWS

Mysterious Island

Columbia (15-Part Serial)
First episode 27 Mins. Others 17 Mins.

Good. The current interest in science-fiction pictures ("The Day the Earth Stood Still," etc.) will aid the boxoffice appeal of a 15-part serial, based on Jules Verne's novel. Dyed-in-the-wool chapter-play fans will enjoy it and the kids will eat up the space ship, the visitors from the planet Mercury and all the rest of the fabulous and unbelievable adventures. The opening episode is too long and filled with explanatory detail, but the succeeding chapters are exciting enough. Richard Crane makes an upstanding Captain Harding—the hero—and the villains include Gene Roth and a female known as Rulu, who is equipped with a ray gun and a magic wand.

Car of Tomorrow

MGM (Cartoon) 6 Mins.

Very good. Here we have the automobile of the future—designed strictly for laughs. Among the cars of tomorrow seen are: the latest Paris model for the ladies complete with be-flowered fenders and petticoat bumpers; the glass-bottom coupe for the pedestrian hunter, so he can see if he has run over a friend; the car which solves parking problems—you simply fold it up and put it in your pocket, and the car with the extra wide front seat which seats 100 people.

Football Thrills, No. 14

MGM (Pete Smith Specialty) 10 Mins.

Very good. A combination of football action and laughs, this is the 14th in the series of annual football highlights produced by Pete Smith. Trick sequences where the players seem to be dancing are particularly effective. Judicious choosing seems to have gone into the selection of gridiron plays portrayed.

Glimpses of Morocco and Algiers

MGM (FitzPatrick Traveltalk) 8 Mins.

Fair. Another in the series of travelogs narrated by James A. FitzPatrick. The tour includes the famous Kasbah, Casablanca, Rabat, Marrakesh and other landmarks of the vicinity. The contrast between the old and new ways of life in this district is interesting.

Nit-Witty Kitty

MGM (Tom & Jerry Cartoon) 7 Mins.

Good. Tom, the cat, is hit on the head and wakes up thinking he is a mouse. This worries his rodent friend, Jerry, particularly when Tom eats all the cheese and tries to go to sleep in Jerry's tiny bed. Jerry brings him out of it by hitting him on the head. The good work is undone, however, when Tom receives still another knock on the noggin and ends up squeaking again.

Puttin' on the Dog

MGM (Gold Medal Reprints) 7 Mins.

Good. Tom, the cat, chases Jerry, the mouse, into a dog pound. He disguises himself as a dog in order to get at the mouse. When the dogs discover the impersonation, Tom runs for his life. He ends up on top of a telephone pole.

Slicked Up Pup

MGM (Tom & Jerry Cartoon) 6 Mins.

Very good. Spike, the bulldog, puts Tom, the cat, in charge of keeping his little son, Tyke, clean. Jerry, the mouse, tries to foul Tom up by dirtying the puppy in many trick ways. When Spike finds Tom about to insert Tyke in a washing machine, he throws Tom in instead. Nothing could make Jerry happier.

Visiting Italy

MGM (FitzPatrick Traveltalk) 8 Mins.

Fair. Rome, the Vatican city, the Italian countryside, Assisi, the leaning tower of Pisa, the Cathedral of Florence and many other historical places are explored in this Technicolor traveltalk. The ruins of ancient Rome are of particular interest.

A Cat's Tale

20th-Fox (Terrytoon) 7 Mins.

Very good. A cat running away from some mice reaches the safety of his house and proceeds to tell why he is afraid of mice. This is the story of Mighty Mouse. He was left on the doorstep of a kindly rodent couple. It soon became apparent to his foster parents that he had phenomenal strength. He used this power to free mice from the menace of cats. When he beat the giant champion of the feline world, all cats became afraid of mice.

Football Winning Ways

20th-Fox (Sport) 9 Mins.

Good. Gridiron highlights of 1950 including exciting scenes featuring Vic Janowitz, Ohio State; Babe Parilli, Kentucky, and Kyle Rote, Southern Methodist. Coaches Frank Leahy of Notre Dame, Red Blaik of Army, and Eddie Erdlatz of Navy are shown in action, while scoring sessions of the Army-Colgate, Army-Michigan and Army-Navy games round out the program.

The Haunted Cat

20th-Fox (Terrytoon) 7 Mins.

Good. A cat thinks that he has killed a mouse. The mouse, which is very much alive, pretends to be a ghost and scares the feline out of his wits. The humorous climax comes when the cat gets tangled in a sheet and the mouse thinks he is a ghost. The mouse meanwhile is covered with flour and the pair terrify each other.

The Helpful Geni

20th-Fox (Terrytoon) 7 Mins.

Good. A terrified cat is left alone in an antique shop with a ferocious bulldog. The dog gives the cat a severe drubbing until the pussy comes across Aladdin's lamp. With the help of the geni of the lamp, the cat proceeds to get even. His triumph is complete as he reclines in luxury eating fish while the dog fans him.

'Sno Fun

20th-Fox (Terrytoon) 7 Mins.

Fair. Heckle and Jeckle of the Royal Mounted Police are after a notorious criminal. He tries to escape them, but throughout the gag sequences they turn up wherever he goes. He thinks he has finally evaded them, only to learn that he has dug his way into Alcatraz. He is last seen breaking rocks—over his head.

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CLEARING HOUSE

HELP WANTED

Theatre manager: Young, married family man with small town theatre management experience, to manage theatre in progressive Ohio town; 7,000 population. Permanent. Good salary. Boxoffice, 4422.

Manager for northeastern Ohio theatre. Present manager leaving to take over father's estate. When replying, give complete background and salary desired. Replies strictly confidential. Boxoffice, 4436.

Theatre managers-employees. Earn big money—sell our unusual Holiday Greeting Film in your town and surrounding territory. Write Sales Manager, 627 Securites Bldg., Omaha, Neb.

Wanted: Managers and assistants for small Virginia towns. Give experience, salary expected, marital status and photo first letter. Immediate openings. Write State Theatre, Harrisonburg, Va.

Projectionist—permanent job. Give experience, references, salary. Mission Theatre, Mesilla Park, N. M.

Wanted: Projectionist that has complete knowledge of booth and maintaining sound equipment. Excellent salary. Air mail—special delivery qualifications. Answers will be kept confidential. Reply to Boxoffice, 4437.

Wanted: Theatre manager for small town. Write J. T. Ghosen, Sedalia, Mo.

POSITIONS WANTED

Manager, age 35, married, 15 years experience, all phases. House sold, reason for ad. Or will buy interest and manage good location. West coast or midwest. D. E. Wernli, Dallas, Ore.

Manager, 20 years, theatre. Circuit experience. First, subsequent. Indoor or drive-in. Anywhere. Age 42. Good newspaper. Available November 1. Address Boxoffice, 4433.

Experienced operator desires position. Reliable and sober. Prefer northeast states. P. O. Box 64, Bitterboro, Vt.

Assistant manager or operator, ten years experience, married, age 30; no drinker. Presently a Bulk service manager, county seat town. Boxoffice, 4444.

Manager desires position running residential theatre. Good references and experience. Lots of promotional work background. Available immediately. Boxoffice, 4445.

Experienced drive-in and conventional theatre manager from Ohio desires permanent connection in Florida. Can book and buy and advertise. Boxoffice, 4447.

Manager: 25 years experience all types operation, circuit and independent, conventional and drive-in; can handle all details. Available November to March annually. Boxoffice, 4448.

BUSINESS STIMULATORS

Bingo with more action, \$3.50 thousand cards. Also other games. Novelty Games Co., 1433 Bedford Ave., Brooklyn 16, N. Y.

Giveaway New 1951 car. No cost to theatre, towns 5,000 population or over. Merchant Ad-vertising Group, Interstate Theatre Service, 1115 East Armour, Kansas City, Missouri.

Comic books available as premiums, giveaways at your kiddie shows. Large variety, latest new-standard editions. Comics Premium Co., 4128, Greenwich St., N. Y. C. Publications for premiums (exclusively) since 1939.

Bingo die-cut cards, 75 or 100 numbers, \$3.50 per M. Premium Products, 339 W. 44th St., New York 18, N. Y.

EQUIPMENT WANTED

Wanted: Equipment, seats for small house. Walter Tolman, Oakesdale, Wash.

STUDIO AND PRODUCTION EQUIPMENT

Auricon professional sound camera, \$495; MICOP Hispeed 90 fpm printers, 16/35mm, \$1,650, plus tax; 16mm Animation stand, complete, \$2,250; Maurer BM recording system, complete, \$2,495; Moviola Soundpix IDS, rebuilt, \$1,095; Bellows Specialist outfit, originally \$2,350, \$1,495; Micro synchronizer 4-way 16/35mm, \$195; 600W Sunspots on stands, \$77.50; New Bridgeway Jr. 16mm automatic developing machines (plus tax), \$995. Cash paid for used equipment. Trades taken. Dept. C, S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19, N. Y.

DRIVE-IN THEATRE EQUIPMENT

Popcorn machines, half price. Wiener, Ham-burger, Sno-Cone, Peanut Roasters, Bun Warmers. Poppers Supply, 146 Walton St., Atlanta, Ga.

Drive-in theatre tickets. Send for samples of our special printed stub rod tickets for drive-ins. Safe, distinctive, easy to check. Kansas City Ticket Co., Dept. 10, 109 W. 18th St., "Film Row," Kansas City 8, Mo.

Used 1200 S. E. 7587 Motograph speakers, \$3 each. 600 S. E. 7581 Motograph junction boxes (lights), \$2.50 each. Good condition. All or part. FOB Los Angeles. Pacific Drive-In Theatre, 143 S. Robertson, Los Angeles 48, Calif.

GENERAL EQUIPMENT—USED

For sale: Two GE 60" regulation aviation search-lights with generators. Guaranteed to be in excellent operating condition. \$1,000 each. f.o.b. Wichita. Sullivan Independent Theatres, 725 West Douglas Ave., Wichita, Kas.

For sale: Pair RCA PG-201 16mm sound projectors, dual speakers, zipper covers, first class condition, look like new. Price \$700. Frank Frey, Box 784, Troy, Tenn.

Anyone can say "Rebuilt like new" but ours is. Super Simplexes, \$447.50; H. I. generators w/panel, rheostats, \$595; Holmes educators, dual w/amplifier, \$605; two Baby Strong areamps, rectifiers, \$395. Complete outfits for theatres and drive-ins. Time deals available. Dept. C, S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19, N. Y.

For sale: Two Rexco ice cream machines, holds 128 Skippy cups; (ice cream machines need small electrical repairs). Can also be used as a deep freeze box. Repairs on ice cream machines are on the automatic changer only. Beverage Cup Dispensing Co., New Britain, Conn.

Two Powers 6B, LI lamps, rectifiers, new screen; Simplex soundheads, \$500. F. Shafer, Washington, Ind.

Call Birmingham, Mich., MI 44973. One Hertz 40/80 generator; two Simplex 1 KW lamps, \$950. C. S. "Casey" Mitchell, 457 E. South-lawn, Birmingham, Mich.

GENERAL EQUIPMENT—NEW

Play up attractions with tempered Masonite marquee letters, 4"—35"; 8"—50"; 10"—60"; 12"—85"; 14"—125"; 16"—150 (all colors). Replaces Wagner, Adler, Beville. Dept. C, S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19, N. Y.

New and top quality 15-amp. rectifier bulbs, only \$4.50! Reflectors, all types, 20% off; flameproofed, fungusproofed plastic screens, 39 1/2¢ sq. ft.; beaded, 49¢; coated lenses, \$100 pair. Dept. C, S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19, N. Y.

THEATRE TICKETS

Prompt service. Special printed roll tickets. 100,000, \$26.70; 10,000, \$7.80; 2,000, \$4.95. Each change in admission price, including change in color, \$3 extra. Double numbering extra. F.O.B. Kansas City, Mo. Cash with order. Kansas City Ticket Co., 109 W. 18th St., Kansas City, Mo.

Drive-in theatre tickets. Send for samples of our special printed stub rod tickets for drive-ins. Safe, distinctive, easy to check. Kansas City Ticket Co., Dept. 10, 109 W. 18th St., "Film Row," Kansas City 8, Mo.

MISCELLANEOUS

Managers and projectionists: Only a few cents a month will protect you or your employees against medical expenses arising from any accident, including booth accidents. Old reliable company. Kansas only. For full information, write Fred Harrison, Plains Theatre, Plains, Kas.

DRINK-VENDING MACHINES

1,000-cup capacity Drink-O-Mats, factory rebuilt with Changemakers for 5c or 10c operation; 3 flavor selections, \$875; 4 flavor selections, \$925. FOB New York. Coldrins, Inc., 234 West 50th St., New York, N. Y.

THEATRES WANTED

Theatre, Nebraska, western Iowa, northern Kansas. No brokers. Over 400 seats. Town 1,800 population or over. Confidential. Experienced. L. I. Burkitt, Sparta, Wis.

Sell your theatre privately. 32nd year. Highest reputation, know-how. Arthur Leak, Theatre Specialist, 3305 Caruth, Dallas, Tex.

Experienced independent wants to buy or lease theatre in Seattle, Washington or Portland, Ore. exchange area. Replies held confidential. Boxoffice, 4417.

Retired automobile dealer considering theatre. Largest situation \$50,000 handles. Southwest only. Boxoffice, 4426.

Want theatre southeast Missouri or nearby. Town over 2,500. \$45,000 available. More if partnership justified. Boxoffice, 4427.

Missouri, Kansas, Oklahoma. Town 2,000, controlled. Prefer leased building. Consider run-down place. Boxoffice, 4428.

West Texas. Will have \$40,000 cash. Want locate this fall. Visit anything worthwhile. Boxoffice, 4429.

Want to lease theatre or drive-in, southeastern state. L. A. B., Box 948, Jasper, Ala.

Want to lease, theatre with option to buy. Not afraid of run-down theatre if there are possibilities. Give price and details in reply. Experienced showman. Best references. Boxoffice, 4439.

Want to lease theatre, suburban, Kansas City. Boxoffice, 4440.

THEATRES FOR SALE

Theatre For Sale: Selected listings in Oregon and Washington now available. Write for list. Theatre Exchange Co., Fine Arts Bldg., Portland, Ore.

Build double parking Drive-in theatres under franchise Patent 2,102,718, release 22,750. Up to 30% more seating capacity with little additional cost. Louis Soterand, 3710 Mt. Vernon, Houston, Tex.

Pacific Northwest theatres for sale. Write Irv Bosson, sales manager, Theatre Sales (Dist.), Fred B. Ludwig, Bk. 4229 N. E. Broadway, Portland 13, Ore.

Modern small town theatre. No correspondence; come see it. Charles Rook, Bushnell, Fla.

For sale by owner: Going theatre. Excellent setup for family operation. 411 seats, equipment, buildings, sweetshop, business office and apartment, \$37,500 cash; will discuss terms. Only theatre in area, serves several small towns in agricultural community. 60 miles west of Los Angeles. Reply to Mrs. John C. Willard, Box 33, Simi, Calif.

Texas oil town, large permanent payroll, only theatre, building included, \$16,000 down. Strand, at Talco, Tex.

Theatres, Colorado. No opposition, drive-ins or television. Good payroll. Clear sales in 2 or 3 years. One in town of 8,000. Box 152, Manitou, Colo.

Theatre designed by theatre architect, 2 years old, completely equipped. Beautiful apartment and garage in basement. Town of 1,800 people; good trade territory. No competition. \$32,500, including real estate. You will have to see to believe! Frank Patterson, Junction City, Ark.

San Antonio area. Only theatre, good town. Fine building, equipment. Serious illness. \$18,000 down. Very profitable. Others, this area. Leak, 3305 Caruth, Dallas, Tex.

County seat, near 10,000, near Tulsa. Owner shows 31-month payout. Best equipment, nearly new. Established 21 years. Illness forces. \$21,000 down. Also: Missouri county seat, large payroll. Includes building. Sub-rental, \$18,600 down. Texas downtown. 1,400 seats. Reactivation imminent. \$31,000 handles. Leak, Specialist, 3305 Caruth, Dallas, Tex.

Best area Arkansas. Growing town's only theatre. Area has everything. Good plant, profit. \$12,500 down. Similar, same section, without building, \$10,000 down. County seat drive-in, college, factory town, 10,000, \$23,500 down. Leak, 3305 Caruth, Dallas, Tex.

Near Waco. Controls town 2,000. Best high equipment. Neglected. \$13,750 handles. Same area, including fine building, \$15,000 down. Leak, 3305 Caruth, Dallas, Tex.

De luxe drive-in. Partnership dissolution. Dominates booming city, 55,000. Central southwest. Large manufacturing plant, 25,000-man camp coming. First equipment. Land included. Excellent consistent profit. Show tax records, everything. Finest buy anywhere; \$55,000 down. Boxoffice, 4425.

New Mexico. Only theatre, city 2,000. Elevation 3,500. Perfect climate. 75-foot frontage. Buildings, apartment included. \$165 month outside income. Latest Simplex booth. Health seekers, sportsman's paradise. Priced about 2 1/2 years payout. \$20,000 down. Boxoffice, 4424.

One of best drive-ins in mid-south. Northeast Arkansas town of 20,000. About 12 miles from town of 10,000. Complete with finest booth and concession equipment. Everything highest grade, very attractive. \$17,500 cash will handle deal. Haase Theatre Brokers, 726 M&M Bldg., Memphis, Tenn.

Kansas City, Mo., neighborhood theatre, fully equipped. Sale or lease, by building owner. No brokers. Potter, 4423 Benton Blvd., Kansas City, Mo.

Central Illinois. 1,500 population. 375 seats, cry room, air conditioned, 4-room apartment. New projectors. \$20,000 will handle. Ralph French Agency, Theatre Brokers, Colfax, Ill.

\$18,000 takes modern neighborhood theatre. Operating 7 days a week. Less than three years old. Showing \$1,000 a month profit. Building including 340 seats, fully modern. No terms. \$18,000 cash for quick sale. Write Boxoffice, 4449.

For sale: Tent theatre, running year around. \$1,500 will handle. Tent Theatre, Nolan, Tex.

Southern Michigan, 329-seat theatre, building and all equipment air conditioned. Excellent setup for family operation. Owner in military service. Terms. Boxoffice, 4450.

Modern, only theatre, central Montana. New best equipment, air conditioned. Brick building included. Western Exchange, Joliet, Mont.

Theatre in South Dakota town. No competition for 20 miles. Yearly volume \$12,000. \$8,000 will handle. Kashfinder, Wichita, Kas.

SIGNS

Easy Way to Paint Signs. Use letter patterns. Avoid sloppy work and wasted time. No experience needed for expert work. Write for free samples. John Rahn, B-1329, Central Ave., Chicago 51, Ill.

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Seats for all chairs. Send sample for quotation. Fennin Seating Co., Chicago 5.

Chair supplies. Everything for theatre chairs. Fennin Seating Co., Chicago 5.

Used chairs, guaranteed good. Advise quantity wanted. Photographs mailed with quotation. Fennin Seating Co., Chicago 5.

Seat covers: Sewed combinations, all makes, all styles. Send your sample for quotation. Fennin Seating Co., Chicago 5.

Patch-O-Seal cement. Patching cloth, solvent, etc. Fennin Seating Co., Chicago 5.

Upholstery Fabrics: All kinds. All colors. Send your sample for matching. Fennin Seating Co., Chicago 5.

Tighten loose chairs with Permatone anchor cement. Fennin Seating Co., Chicago 5.

No more torn seats: Repair with the original Patch-A-Seal. Complete kit, \$6. General Chair Co., Chicago 22, Ill.

Chair Parts: We furnish most any part you require. Send sample for price, brackets, backs and seats. General Chair Co., 1308 Elston Ave., Chicago 22, Ill.

Several thousand used opera chairs now in stock. Can furnish any amount you request. Full upholstered back, insert panelback, bowstring and spring edge seat. Write for photo and state amount and incline. We also manufacture new chairs. General Chair Co., 1308-22 Elston Ave., Chicago 22, Ill.

Many years in the seating business is your guarantee. Good used chairs are not too plentiful but we have the pick. Full upholstered, panel back and many other styles. We furnish proper slope or level standards to fit your floor. All size 18x21-inch chairs. Our prices are lowest. Write for exact photo and price. We furnish parts for all makes. Send sample. Good quality plastic coated leatherette 25x26-inch, all colors, 65¢ ea. Chicago Used Chair Mart, 829 South State St., Chicago 5, Ill.

No more loose chairs: Get "Firmastone" Anchor cement, \$5 per box. General Chair Co., Chicago 22, Ill.

Theatre chairs, many remodeled Screens, projectors. Lone Star Film Co., Dallas, Tex.

First come—first served: These chair values available now! 700 American fully upholstered back, spring cushion, good condition, \$4.50; 200 Heywood veneers, \$4.75; 293 rebuilt Andrews inserted panelback spring cushion, \$4.95; 223 rebuilt late International fully upholstered with spring edge cushions, \$8.95. Send for Chair Bulletin. Dept. C, S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19, N. Y.

500 Heywood-Wakefield spring edge seats, \$1 each, F.O.B. New York City. Write, wire or call Albany Theatre Supply Co., 443 N. Pearl St., Albany, N. Y. Phone 5-5955.

750 American, insert panel-back box spring cushion, excellent condition, \$3.50 each. Write, wire or call Albany Theatre Supply Co., 443 N. Pearl St. Phone 5-5955.

POPCORN MACHINES

Popcorn machines, all makes, \$100 up. Kettles for all makes popcorn machines. Consolidated Confections, 1311 So. Wabash Ave., Chicago, Ill.

Burch, Manley, Creters, Star, all electric French fry types. 50 Hollywood type, theatre special electric poppers from \$250. Karmelkorn Equipment, 120 S. Halsted, Chicago 6, Ill.

For sale: Two Star popcorn machines, one large theatre model, one medium size model. One large popcorn warmer (a beauty). Popcorn machines used only 30 days, but are about 3 years old. Popcorn warmer taken in trade, condition fair. Beverage Cup Dispensing Co., New Britain, Conn.

THEATRICAL PRINTING

Window cards, programs, heralds. Photo-Offset Printing. Cato Show Printing Co., Cato, N. Y.

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The WHISTLE AT EATON FALLS

THINGS YOU'LL WANT TO KNOW

TYPE OF STORY:

Real-Life Drama

CAST:

Lloyd Bridges

Dorothy Gish

RUNNING TIME:

90 minutes

HIGHLIGHTS:

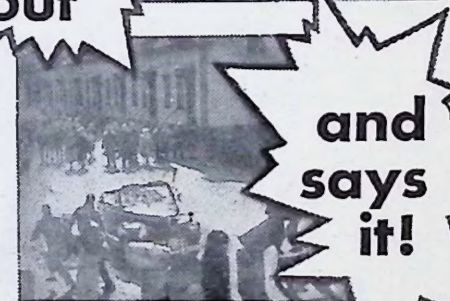
As-it-happened excitement filmed on-the-spot in New England by Louis de Rochemont, maker of "Boomerang", "House on 92nd Street", "Lost Boundaries." Trailer by gang-busting Senator Tobey urges all to see this headline drama.

RELEASE DATE:

In release

DISTRIBUTOR:

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Again the crusading cameras that made "Lost Boundaries" great bring the stirring Louis de Rochemont brand of realism to the screen!

Columbia Pictures presents LOUIS de ROCHEMONT'S Production of

The WHISTLE AT EATON FALLS

(starring) LLOYD BRIDGES · DOROTHY GISH with Carleton Carpenter · Murray Hamilton
James Westerfield · Lenore Lonergan

Screen Play by Samiat Ester and Virginia Shaler - Directed by ROBERT SIODMAN